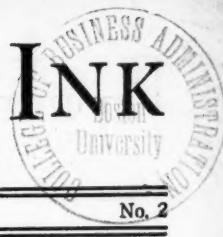


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CI

NEW YORK, OCTOBER 11, 1917

No. 2



THE MAN BEHIND THE "DAILY MAIL"

LORD NORTHCLIFFE is the world's most famous journalist. He is the most talked-about man in England; the best liked—the most hated.

It was Lord Northcliffe, you remember, who revealed the shortage of high explosive shells and so insistently demanded reform that a coalition cabinet resulted.

One thing more than any other illustrates the thoroughness of the man—the big way in which he does everything. And that is the story about the starting of the "Daily Mail"—newspaper extraordinary, with a circulation of more than a million daily.

"Northcliffe was a year getting ready. The fledgling paper was issued daily, almost complete in every respect, for three months before a single copy was sold to

the public. In these three months Northcliffe was scouring the world for men, appraising material, sounding tendencies, getting ready to deliver a thrust that, when delivered, carried conviction and knowledge."

How easy to apply these words to advertising! How similar the preparation that precedes every successful advertising campaign

Clients of ADVERTISING HEADQUARTERS will tell you that not the least of the service rendered is that which comes before a single advertisement is written—the preparation for the task ahead—the choosing the right road—the guarding against even the possibility of mistakes.

Once the fundamentals are right—"Keeping Everlastingly At It Brings Success."

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

THE FARM MARKET is taking over 50% of all automobiles sold to-day.

In 1918 the American farmer will have three billion dollars more to spend than in 1917.

Auto accessory manufacturers must cultivate

The Standard Farm Market

(Over 1,100,000 Farm Homes)

to sell these auto-owning farmers.

Advertisers in this line spent more money last year in The Standard Farm Papers than in any other farm publications of equal circulation.

Here is a steadily growing market that no manufacturer can afford to neglect.

The facts in detail are at your disposal and without obligation. Ask for them.



THE STANDARD FARM PAPERS ARE

The Indiana Farmer
Established 1845

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

The Wisconsin Agriculturist
Established 1877

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886

**Birmingham, Raleigh,
Memphis, Dallas**

GEORGE W. HERBERT, INC.
Western Representatives
Conway Building, Chicago

WALLACE C. RICHARDSON, INC.
Eastern Representatives
381 Fourth Ave., New York City

The Standard Farm Papers represent over one million one hundred thousand money makers

All Standard Farm Papers are members of *A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CI

NEW YORK, OCTOBER 11, 1917

No. 2

Training Salesmen for the Harder Requirements Ahead

Now Is the Time to Reinspect Old Ways of Selecting and Developing Men to See If They Measure Up to the Needs

By George L. Willman

Of The Studebaker Corporation, Detroit, Mich.

WHEN Kaiser Bill quit making toys, tools and tints in 1914, and became the world's greatest trouble maker, Uncle Sam had to keep right on farming and do a lot more tinkering than ever before to keep the kids in toys and the paintmakers in pigments. The United States bids fair, in other words, to be not only the world's greatest agricultural nation, but also the world's greatest manufacturing nation. And after the war, there will be factories, men and machinery all ready to begin making things to build up that which the things they used to make tore down—from the Age of Destruction to the Age of Construction. And the new era will also be the new era of salesmanship, because what we make we must sell, or cease making.

In the past, most of us have really had a very easy time of it taking orders for the few things we made, and almost as easy a time collecting for them. We salesmen like to pride ourselves on our "splendid salesmanship," but some time—perhaps soon—we are going to have more just reasons for pride in salesmanship than just "orders." There are exceptions necessary to prove the rule, but the public is even buying cash registers, adding machines and life insurance with less real salesmanship than ever before—until production increases!

The manufacturer sells or distributes his goods through middlemen, dealers, retailers, jobbers, agents. To increase sales he must "stimulate" the sales of the middlemen. He can increase or improve advertising to stimulate public demand. He might even sell his goods by advertising, and let the middleman hand out the packages, which is perfectly good "merchandising." But as production increases, competition increases, the supply of a given commodity will represent perhaps half a dozen brands all of equal value, and they will fill that superficial demand susceptible to advertising influence. To put it in another way, supposing production increased to a point where several manufacturers of a given commodity produced that commodity in huge quantities, and each manufacturer made his goods just as good as the others, and advertised with equal force and effectiveness, then would we have a neck and neck race, each manufacturer getting his share ever after and each enjoying equal peace and prosperity forever? Doesn't sound reasonable, does it?

When this time comes, there is going to be one determining factor of success—*intelligent sales work*. Temporary increases in sales occasioned by "spurts," "campaigns," etc., are not indications of sales efficiency—rather of inefficiency, like stimulating a

weak heart with whiskey, or inactive digestion with physics. Good advertising, however, is a merchandising necessity and like good sales work will become even more necessary in the future than it has ever been before. But when production more nearly fills *ultimate* demand, advertising must have the help of the other twin—salesmanship.

And our salesmanship must be done largely by the middleman over whom our control is by consent, not by force, and he will give his consent to control only so long as we can show him profit or self-interest. Of course in some cases the loss of representation may be a tacit threat, but the exercise of control by threat does not inspire loyal co-operation, nor does it promote that personal enthusiasm and inspiration which is so necessary to successful sales work. You must have the dealer "with you."

The point of contact between the manufacturer and the middleman may be through various mediums—correspondence, house-organs, trade letters, advertising and publicity and through salesmen. Of these, the greatest is the *salesman*.

OVERPLAYING "HOUSE POLICY" IN SALES TALK

Yet before discussing the salesman just a word about that thing we call "policy of the house," meaning that impression which the attitude of a business house toward its dealers and the public makes upon the dealer's mind. It is well said that every business firm is the lengthened shadow of a man. Every business firm has a certain "personality." It seems to think, plan and act in a way individual to itself. This *expression* of a business firm toward the public and especially toward the dealer is vitally important.

Just what that attitude is, is basic, and it is in the mind and heart of the owner or dominating executive of that business institution, and therefore cannot be changed very much unless you change the man at the top, or get

him to have a change in heart. We will assume, however, that he is big hearted, broad minded and wise—which most men must be to reach the top of a business institution.

This is why it is so important that you get salesmen capable of appreciating broad-minded business policies, and that you give them ample opportunity to know the policy makers of a business and to learn first hand what the policy of the house toward its dealers and the public really is.

Personally, I do not believe it is good business or good salesmanship to harp too much on the "fairness of the house and its liberal policy toward dealers." If the house is sincere and genuine in its fairness and liberality, the dealers and public will find it out soon enough without a sales and publicity campaign. It is far better business and salesmanship to assume that fairness and liberality are, as a matter of course, a part of the firm's attitude toward the dealer and public. A good salesman possesses that quality of personality which proclaims honesty, fairness, liberality and sincerity. He is the kind of a man that you take for granted represents a strictly reliable and reputable house. His whole bearing toward the customer should indicate the high character of the house and of himself without "sales talk" on the subject.

"Personal business intimacy" between a firm and its customer-dealers is a relationship of doubtful and perhaps dangerous value—even when sincere on both sides! The opinions and suggestions of dealers in reference to goods and merchandising methods are valuable, but a business house which depends too much on the opinion of dealers in formulating policies is in a bad way. It weakens its position and prestige and places itself under obligations which later on may be difficult or dangerous to carry out. That house which is so sure of its goods and merchandising plans that it does not have to depend upon outside help may some

"HOME RULE" on the Pacific Coast

THE number of eastern manufacturers who maintain sales organizations, assembling plants, factory or distributing depots on the Pacific coast is constantly increasing. This western development is not a chance growth. It's a necessary response to growing demands in a growing country.

To be fully qualified to undertake western advertising, the H. K. McCann Company established an office in San Francisco nearly five years ago. Here we plan western campaigns for eastern clients—and eastern campaigns for western clients. But of greatest importance is the fact that with our four offices we are fully equipped to direct *national* campaigns for *any* client, east or west.

We have a book, "Advertising Service," that we will gladly send on request to interested parties.

THE H. K. McCANN COMPANY
61 BROADWAY, NEW YORK CITY
Cleveland Toronto
IN SAN FRANCISCO
461 MARKET STREET

times be narrow and even wrong, but it will at least have usually a pretty clean-cut policy and one of permanency—and we love to follow a leader who sticks to his course, even if he is perhaps a little surer than he is sane. And a salesman who has faith in the house and its ways will get farther in the end than the one who always says, "By George, I think you are right. I'll take that up with the house and get them to change it!"

Permanency of policy builds prestige—except in those exceptions where the policy is wrong. It is far more important that a salesman should be able to outline, define and explain policy—its reasons, necessity, advantage and justice—than to talk volubly on the fairness and liberality of the house. The policy of every successful business which is conducted along national selling lines must be formulated in the mutual interest of both the house and the dealer, and if the rights of the stockholders and owners of that business are to be conserved, the benefit of the doubt should not always be against the house. You can't buy good will by giving away profits—unless the board of directors so vote at their regular meeting. The good will which the salesman buys at his own personal discretion very soon becomes "easy money," or precedent, or something that becomes a habit which leaves very bad feelings later on if denied. If you want to win respect, stand up for your rights politely, but patiently and persistently.

These preliminary remarks are doubtless platitudes to the reader of PRINTERS' INK, but they are too often the platitudes that are forgotten when we hire that "new salesman."

HOW TO GET THE RIGHT MEN

If in the future, it is true that we shall need more "intensive" sales work, then obviously we shall need better men to do this work; and to obtain better men, we must hire them with a more comprehensive view of their ulti-

mate job in mind. One of the most important considerations is their apparent qualifications really to represent the house—we need big men to reflect big, broad-minded policies truly. Perhaps the first essential to success in wholesale selling is the ability of the salesman to win and keep the confidence of the dealer. He can do this only by being big enough himself to deserve confidence and intelligent enough to help the dealer with encouragement, good constructive suggestions and sound business advice. Our success does not lie merely in being able to sell the dealer a bill of goods. In a large measure it depends on our ability to sell him on methods and means of disposing of our goods to his customers. The good wholesale salesman in the future must be a teacher of newer and better retail salesmanship and more effective and efficient business methods, because the man to whom we sell our goods is after all the man who sells them to the public.

It is difficult to obtain the kind of men who can qualify as good wholesale men, but we must offset the difficulty by enlarging our source of supply. In the past, we have hired too many salesmen by "slipping an advertisement in the *Evening News*"—and we obtained usually the "floater." The correspondence file of applicants, of course, should be complete and convenient. But wise sales executives are continually on the lookout for material. Trips into the territory, business acquaintances, the Y. M. C. A., Salesmanship Schools, Correspondence Schools, ambitious employees of dealers, men recommended by present salesmen, and—by no means of least importance—possibilities of promotion within the firm's own home office organization, are all sources of material.

The men who are put in wholesale work should not be too young—over thirty is best. They should be men of maturity and seasoned, steady business judgment, if they are going to win

(Continued on page 121)

35,274 Orders
\$4,232.88 in cash

This record produced by "The Salt of the Earth" subscribers to

Needlecraft

In the August issue we used a page advertisement, offering to our subscribers a Handbook of Crochet at the price of 12c. each.

We have received up to five o'clock P. M. on September 28th—**35,274** orders for the book and **\$4,232.88** in cash. The orders are still coming in at the rate of about one hundred a day.

This is one of the many reasons why *Needlecraft* is paying advertisers so well.

November *Needlecraft* has an increase in advertising lineage of 54% over November, 1916, which was 66% ahead of November, 1915.



Needlecraft Pub. Co.

WILL C. IZOR, Advertising Manager

1 MADISON AVE., NEW YORK CITY

ROBT. B. JOHNSTON
 Western Mgr.
 Peoples Gas Building
 Chicago, Ill.

CHAS. DORR
 New England Mgr.
 6 Beacon Street
 Boston, Mass.

Member Audit Bureau of Circulations

Ford's Right to Maintain Resale Prices Upheld

Significant Decision of United States Circuit Court of Appeals in Passing on Ford Company Agency Contract

THAT the Ford Motor Company, under its agency contract, actually retains the ownership of its cars until they reach the ultimate buyer and therefore has the right to uphold its fixed resale prices, is the decision of the United States Circuit Court of Appeals for the Ninth Circuit.

Sometime ago the Ford company brought action against Benjamin E. Boone, Inc., engaged in the automobile business in Portland, Ore., to restrain it from offering Fords for less than the regular prices. The bill was dismissed in the lower court and the plaintiff appealed to the Court of Appeals. The recent decision reverses the opinion of the primary court.

This case brings up some points that are foreign to those covered in the Dr. Miles, Bobbs-Merrill Co., Victor Talking Machine Company, Motion Picture Patents Company and other famous decisions. Because of this it contributes a new and somewhat significant chapter to the legal history of price maintenance. The courts seem to be very careful to recognize the fine differences that exist in the various attempts that are being made by manufacturers to establish the right to fix the resale prices of their products. On this very question, the Circuit Court, in making this Ford decision, declared:

"When we come to consider the decided cases we find that no decision cited by either party from the Supreme Court of the United States involves the precise question, and that court, it is to be noted, appreciating from an early day the growing complexity of our industrial life and the importance of curtailing the liberty of contract only insofar as positive law or considerations of public policy might from time to time

clearly require, has been careful to limit its decisions strictly to matters directly in issue."

Action was brought against the defendants "to restrain them from engaging in what the plaintiff claims to be unfair practices, by which its rights are violated and the public is deceived." This charge was based on six specifications, the gist of which is that the defendants were, without authority, representing themselves to be Ford agents. It seems that the defendants, to draw on the words of the court's decision, "importuned certain of the plaintiff's 'agents' to breach their 'agency' contracts with the plaintiff, and in collusion with such agents they have sent in to plaintiff's factories false and fictitious orders for cars; sixth, they have advertised in the local papers the sale of Ford automobiles which they fraudulently obtained through the plaintiff's agents, at prices greatly below the regular, advertised, retail selling price of the plaintiff's cars."

FEATURES OF THE FORD CONTRACT

The case hinged entirely on the contract which the Ford Motor Company has with its agents. This contract is an elaborate document. To use the words of the court, the essential features of it are:

"The right of the 'agent' to sell is limited to certain defined territory. He may sell cars only to users residing in such territory, and only at the list retail prices fixed by the plaintiff. He must pay 85 per cent of such list price in advance at the time of ordering the cars, and must pay freight charges and other expenses incident to the transportation of the cars from the factory to the agency, as well as taxes and insurance, and must suffer such loss, if any, as is sustained

The Brooklyn Standard
Union announces the
 appointment of



Mr. D. C. Adams, Jr. as
 Manager of Automobile
 Advertising—At your
 service.

by injury to the cars from the time they leave the factory until they are delivered to the purchasing user. The 85 per cent cash advance is the full money consideration which the plaintiff receives, but under the terms of the contract it retains complete title until a bill of sale signed by it has been delivered to the vendee, who shall be only a user, that is, one who purchases for immediate use and not for resale. Additional compensation is provided for the 'agent' over and above the 15 per cent of the retail price by way of graduated commissions, depending upon the aggregate amount of sales during the year. The 'agent' is required to 'maintain on his own account and at his own expense a place of business and properly equipped repair shop . . . and shall employ competent, efficient salesmen,' and the plaintiff is not to be held responsible 'for the rent, taxes, wages, or other charges or liabilities of any nature' arising out of or in connection with such business. Provision is also made for advertising and for many other details."

The defendants attacked the validity of this instrument, claiming that it established an agency only in appearance and that in reality the relation between the Ford company and its "agents" was that of vendor and vendee. The court reasoned that even if it were conceded that the contract is invalid, still the defendants were outside their rights when they engaged in the practices charged. It held that it was too narrow a view to take of the scope of unfair competition to say that the competition was fair because genuine Ford cars were sold.

"The purchase of an automobile is not like the purchase of a sack of potatoes," reads the decision. "An automobile is a complex mechanism, designed to be used for an indefinite length of time. Parts wear out and must be replaced. The ordinary purchaser realizes that he is incompetent to judge whether in all respects an offered car is up to the manu-

facturer's advertised standard. It is a consideration of some importance to him to be able to deal with the maker or its recognized agent. He desires the assurance that the article he purchases is standard, that it has the maker's guarantee. . . . Obviously the defendants could not give a prospective purchaser all of these assurances. If they are rightfully in possession of new 'Fords' they may, as a matter of course, sell them where and to whom they please, and as an inducement they may cut the plaintiff's price, but they cannot, by pretending to be its agents, thus do it the double wrong of pirating upon its patronage, and also injuring it in the estimation of the public, by making it appear to be actually selling its cars at different prices, while professing to maintain the same price for all. Such deceptive practices are of the very essence of unfair competition."

PUBLIC INTEREST WOULD NOT BE CONSERVED

As to the contract itself, in a rather long course of reasoning, in which the decisions in many other price maintenance cases are compared, the court upholds the legality of the instrument. It says if it were to be held invalid, it would have to be that because of the circumstances of the case such a transaction would be a violation of public policy.

"But when the conditions are analyzed," declared the court, "what public interest would be subserved by striking down the contract and thwarting the intent of the parties thereto? As already suggested, it would be entirely possible for the plaintiff to accomplish all the objects which it seeks under the present plan, by marketing its product through its own agencies, so constituted that there could be no doubt that its salesmen were its agents merely, and not vendees. But were it otherwise, what benefit would result to the public by opening the door for the bushwhacking competition which, and which only, is likely to follow? It is to be borne

Further Increases In Wages

are now being granted operatives
in the varied industries of

Rhode Island

The wage earners of Rhode Island are now being paid **40% MORE**, on an average, than in 1915. These prosperous industrial workers are all readers of—

Providence Journal

Sworn net paid
circulation for September **30,011**

Sunday Journal

Sworn net paid
circulation for September **40,359**

Evening Bulletin

Sworn net paid
circulation for September **51,419**

PROVIDENCE JOURNAL COMPANY
PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO

in mind that the plaintiff has no monopoly of the automobile business, but only of one out of almost innumerable kinds of cars, all differing in detail one from the other, but of the same general type and all designed to be used in the same general manner, and for the same general purpose. If, as was admitted to be the fact in the Motion Picture Patents Company case, the plaintiff's cars were wholly indispensable to the carrying on of a great industry, and if its plan of marketing were such as to constitute an instrument of oppression or favoritism, then the courts should perhaps be astute to discover means by which to disorganize its system and to encourage competitive effort as between the salesmen or distributors of its product, but such is not the case.

... Obviously, therefore, the public already has competition to the fullest extent desirable, not a competition entailing the waste of duplication and overlapping effort in marketing the product, with sporadic price cutting of an irrational sort, but the competition of many products, each independently seeking public favor, against one of like character, but slightly different. Is not each manufacturer now under the highest sort of pressure from without? Must it not be alert to discover new improvements and conveniences and to keep down to the minimum the cost of construction and distribution? ... Under such condition will the public be benefited by requiring the manufacturer to assume the further burden of internal guerilla competition, with the confusion and waste entailed thereby? It is futile to say that such a burden will fall not upon the manufacturer or the public, but upon the local dealer or distributor."

The decision hits at the folly of price cutting and gives legal approval to the agency method of enforcing price maintenance.

R. P. Bishop, formerly sales manager of the King Motor Car Company, at Detroit, has been appointed assistant sales manager of the Nash Motors Company, Kenosha, Wis.

Hodges Advertising Manager of Munsey Publications

Frank A. Munsey has appointed Gilbert T. Hodges advertising manager of the Munsey publications. Until the first of this year Mr. Hodges had for twelve years represented these publications in the West and was western advertising manager for the last six years of that period. Nine months ago he was made advertising manager of the New York Sun, also owned by Mr. Munsey, and in this time has built up the organization in such a manner that he is now called to do similar work with the Munsey magazines. His successor on the Sun has not yet been appointed.

Edward C. Conlin, who has been connected with Munsey's for many years as Eastern advertising manager, has resigned. Tilton S. Bell, who has been for some time a representative of the Munsey publications in Boston, has been made New England manager, and Malcolm R. Wallace his assistant.

New Advertising Coming

The P. W. Drackett & Sons Company, Cincinnati, will feature "Diamond D" chlorinated lime in a campaign of advertising in general magazines, household publications and newspapers. Advertising in the past has been largely confined to the trade-paper field. The Power, Alexander & Jenkins Company, Detroit, has been placed in charge of the advertising.

This agency has also secured the accounts of the Steamotor Truck Company, Chicago, the advertising of which will start about the first of next year, and the Dayton Rubber Manufacturing Company. The latter concern has advertised to some extent its airless tires, but is new in the field as a national advertiser of pneumatic tires. The new campaign will be principally for the purpose of advertising "Thoroughbred" tires for touring cars and will include page units in national mediums as well as the use of newspapers.

New Agency for Knox Gelatine

Chas. B. Knox & Co., manufacturers of Knox Gelatine, Johnstown, N. Y., have placed their advertising in the hands of Frank Seaman, Incorporated, New York.

D'Arcy Gets Listerine Account

The Lambert Pharmacal Company, St. Louis, manufacturer of Listerine, has placed its general-magazine advertising account in the hands of the D'Arcy Advertising Company, St. Louis.

Ralph Gihon, formerly sales and advertising manager of the Illinois Pure Aluminum Company, Lamont, Ill., has joined the mail-order advertising staff of the T. Eaton Company, Limited, of Toronto.



You get utmost value from your printer as well as from the paper manufacturer when you specify Buckeye Covers. You do not have to pay for guesswork and experiments. Most printers use Buckeye Covers oftener than any other kind, and as a consequence they can handle them to better advantage than any other kind. On any Buckeye Cover your printer can produce exactly the effect you want, with the minimum of trouble and expense.

It pays in the beginning, and it pays still better in the long run, to specify Buckeye Covers for all of your Direct Advertisements that can be printed on a high-grade cover paper.

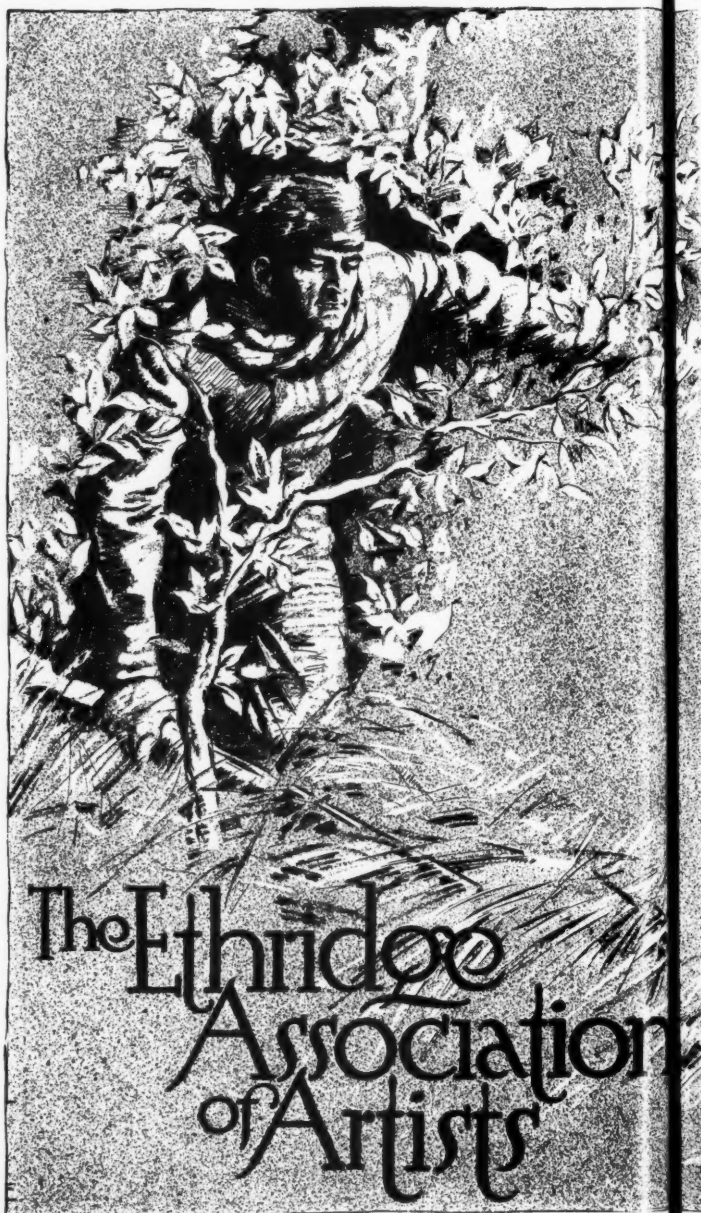
"Proofs" will be sent free by prepaid express, if requested on your business letterhead.

THE BECKETT PAPER CO.

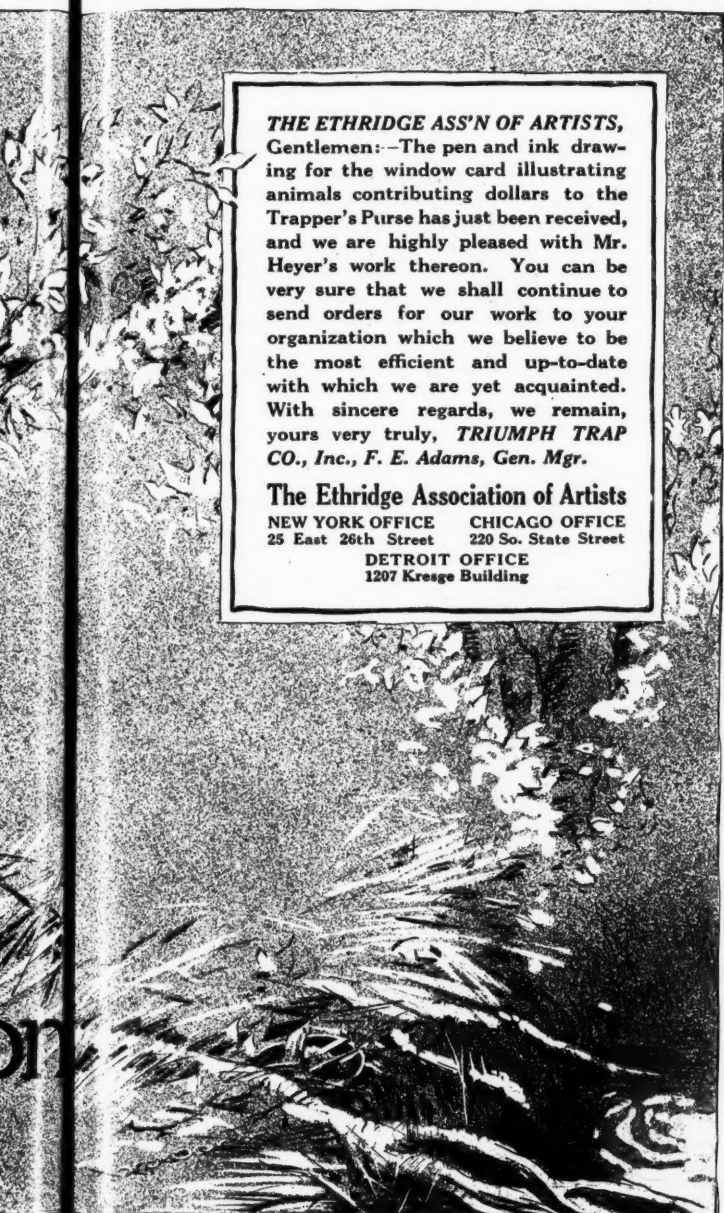
MAKERS OF GOOD PAPERS
in Hamilton, Ohio, Since 1848

DEALERS IN ALL PRINCIPAL CITIES

Member: Paper Makers' Advertising Club



The Ethridge
Association
of Artists



THE ETHRIDGE ASS'N OF ARTISTS,
Gentlemen:—The pen and ink drawing for the window card illustrating animals contributing dollars to the Trapper's Purse has just been received, and we are highly pleased with Mr. Heyer's work thereon. You can be very sure that we shall continue to send orders for our work to your organization which we believe to be the most efficient and up-to-date with which we are yet acquainted. With sincere regards, we remain, yours very truly, **TRIUMPH TRAP CO., Inc., F. E. Adams, Gen. Mgr.**

The Ethridge Association of Artists

NEW YORK OFFICE **CHICAGO OFFICE**
25 East 26th Street 220 So. State Street

DETROIT OFFICE
1207 Kresge Building



“More Business for Every Store” helps salesmen-
gers by providing them
with new, forceful, easily-grasp-
ed arguments in favor of goods
which are standardized by ad-
vertising.

Already the sales director for a
manufacturer of trademarked pack-
age foods, the largest concern in its
line, has distributed several hundred
copies to branch house managers and
all salesmen calling on the retail trade.

“More Business for Every Store” was
issued by The Farm Journal as a
way of encouraging retailers to make
more money on smaller capital. It is
the merchandising book of the year.

How Clinton W. Sweet Developed Business "Leads"

The Late Manufacturer Was Alert in Following a Policy Which Built Up Sweet Orr & Co., and His Unusual Publications.

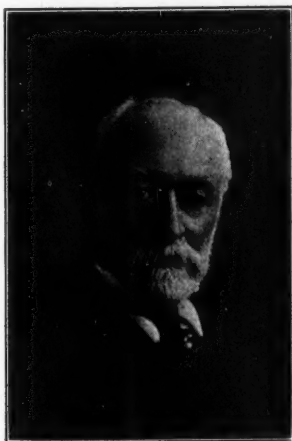
CLINTON W. SWEET, who died the other day, was a conspicuous example of a man who was both a successful manufacturer and a successful publisher. He was the founder of Sweet Orr & Company, manufacturers of overalls and work garments, which are among the largest concerns of its kind in the world. In 1868, when scarcely more than a boy, he started the *Record and Guide*, a publication that has found a field of wide usefulness for itself in real estate circles. As an outgrowth of this, the *Architectural Record* was brought out about twenty years later. And still later, to meet the growing needs of architects, Sweet's "Architectural Catalogue," perhaps better known as Sweet's Index, was started.

From the time of the inception of the manufacturing business in 1870 up to the day of his death, Mr. Sweet was its executive head. At the same time, or until 1912, when he sold out his publishing interests to the F. W. Dodge Company, he was actively connected with his various publications.

How Mr. Sweet found the time and the energy to direct the building of these widely separated and totally different enterprises, brings us to his theory of the management of men, which probably more than any other single factor explains his success. Like all great executives, he had a remarkable faculty of being able to extend himself through his assistants. He held that if pains are taken to select the right sort of men and then if they are judiciously counseled and encouraged to act on their own initiative, their growth in the business will pretty much take care of itself. He maintained that a business is a composite institution and that it can develop

only as the human units, which composes it, develops it. Mr. Sweet had an uncommon knack of inspiring men, of winning their loyalty and of getting their earnest co-operation.

Experience showed that his ideas about building men were



THE LATE CLINTON W. SWEET

sound. So true is this that it came to be an understood thing that once a man went into Mr. Sweet's employ he was pretty sure of a life job. The office, sales and factory ranks are filled with men who started in as youths and who have grown gray in the service. One old man, midway between eighty and ninety years of age, is still holding down his factory position. He is just as enthusiastic about the work as when he started in forty years ago.

Mr. Sweet early in his business career saw that getting the unquestioned loyalty of his employees was good business policy. Everything was done to develop

it. Sweet Orr & Company's was one of the first factories in the country to adopt the Saturday half-holiday. It led in the adoption of the nine-hour day and later of the eight-hour day. Mr. Sweet is often spoken of as the father of union-made garments.

As a result of these policies, he had himself surrounded with men who were constantly thinking and working for the business, just as if it were their own, which, in a sense, it was. This left the head of the enterprise free to follow up new leads. Following leads and developing them is the duty of an executive, just as much as it is the duty of a salesman. Good ideas, practical suggestions, promising plans are leads. Mr. Sweet spent most of his life following them up. When in early manhood he was thrown in contact with David G. Croly, then managing editor of the *New York World*, that gentleman fired the young man with the possibilities of the publishing business. This was his first big lead, and he didn't hesitate to act on it. He soon saw that there was need for a weekly publication, giving a faithful and complete transcription of all records that had any bearing on real-estate titles. Thus came into being the *Record and Guide*. Mr. Croly, who first enthused him about the publishing business, joined the venture and was Sweet's assistant for years.

Not long after it was founded, the new publication began to concern itself with the architectural standards then existing in New York. It worked steadily for their improvement. Mr. Sweet saw that while the scope of the real-estate paper was local, this new idea could be exploited nationally. Here was another promising lead, and it resulted in the *Architectural Record*. In the meantime, Mr. Sweet in his publishing enterprises had been joined by other interests.

In much the same way the *Real Estate Quarterly*, the *Real-Estate Directory of Manhattan* and Sweet's Index, which is really a co-operative catalogue for archi-

tecs and builders, happened to be started. Sweet was always on the look-out for any good leads that crossed his horizon, even though to others they may have been regarded as visionary. Thus, when James Orr came to him in 1879 with an idea for a new kind of work trousers, he let Orr have a little money to try out the idea. The venture was immediately successful and in a few months the firm of Sweet Orr & Company was founded. Hence Mr. Sweet was launched in both the manufacturing and the publishing business long before he was thirty years of age.

DID NOT AVOID MEETING COMPETITORS

But perhaps nothing better illustrates Sweet's business policies than his attitude toward competition. When he started in business a half century ago nearly every man regarded his competitor as some species of an outlaw. At that time co-operative effort among men in the same line was almost entirely unknown. Mr. Sweet early recognized the folly of this policy. He saw clearly that an individual business could not advance at the expense of the industry. He perceived that what helped the whole industry was bound to help the units that made it up. Holding these views, it was to be expected that Mr. Sweet would be friendly to his business rivals. His friends often remonstrated with him, saying that he was too friendly and that it was not good business sense to be so free in giving information, advice and encouragement to competitors. But this combination publisher and manufacturer had a glimpse of the great law of mutual benefit and knew that he wouldn't lose anything by always striving to improve the standards of his trade. He would never take sides with a salesman of his, who may have charged a competitor's salesman with indulging in unfair competition, until he had found out the other side of the story. It was a common thing for his house to write to the rival salesman to get

he facts, as seen from his viewpoint. In this way was encouraged fairness.

In selling a line such as work garments, where competition is, extraordinarily keen, and standardization does not exist, there is bound to be intense rivalry among the salesmen of the different houses. Under these conditions, many unprofitable and trade-destroying practices are fostered. Of late years, however, many of these practices have been checked in this industry. Clinton W. Sweet is given credit for the influential part he took in bringing about this change. He was one of the leaders that has brought such a fine, helpful, co-operative spirit as now prevails in the overalls trade. He brought a strong influence to bear in the organization of the open-price association which now exists in this industry. This is acknowledged to be one of the strongest associations of its kind in existence. There are now over 100 manufacturers in this organization. The members meet every sixty days. At that time each manufacturer gives the association the price list which he intends to use until the next meeting. The lists, of course, are not uniform. There is absolutely no price fixing. Each manufacturer makes his prices as he may see fit, and no competitor has the right to question them. Neither are the salesmen of the various houses obliged to maintain the lists which their firms have announced. However, if any salesman finds it necessary to cut a price, his house notifies the association where and to whom a concession was made. All the manufacturers do the same.

At each meeting the secretary of the organization hands each manufacturer a list of the concessions his men made since the last gathering. He gets up and reads this list. This publicity checks the tendency to conceal any instances. If he fails to mention any particular concession, the chances are that some competitor present will have the facts to tell him of the oversight. The asso-

ciation does not question the manufacturer as to why he made the concession. That is his business. All he is expected to do is to tell the truth about what he did and not why he did it. This agreement corrects many abuses in the trade. Abuses usually give way before publicity.

This plan keeps the dealer from playing one manufacturer against the other. Now a salesman does not have to take a retailer's word for what his competitors are doing. He can find out exactly from the competitors themselves. No longer does the salesman have to fight blind competition. On the whole, this agreement has checked price cutting and many other evils and has given the industry a higher tone.

Many industries regard the open price idea as fantastical and as entirely impractical. The fact that it is working so well in the work-garments trade speaks well for the high business ideals that were long ago sown by Clinton W. Sweet.

A. A. C. of W. Members Will See Ad Films

Four films will be routed during the winter by the A. A. C. of W. among clubs holding membership in the association. Two of the films—"Mr. Noad's Adless Day" and "You Want Something"—were produced by the Associated Clubs and have been described in *PRINTERS' INK*. The other two are "The Link," produced by the Firestone Tire & Rubber Co., Akron, O., and "Thomas Jefferson Morgan, P. J. G.," produced by the Curtis Publishing Company.

"The Link" has been used successfully to show how personal efforts can be joined with advertising to make the whole selling side of business more profitable.

"Thomas Jefferson Morgan, P. J. G." tells the story of the work of the vocational division of the Curtis company, showing what it is doing for boys by offering them profitable spare time employment.

United Publishers' Corp. Buys Building

The United Publishers' Corporation, New York, publisher of a number of trade and technical papers, including the *Iron Age*, *Dry Goods Economist*, *Motor Age*, *American Architect*, etc., has purchased the building largely occupied by it and commonly known as the McGraw Building.

Advertising Centers on Electric Warming Pads

The Scientific Products Co., Steubenville, O., has just started a campaign in several national publications advertising Safety Electric Warming Pads. The keynote of the campaign is summed up in the heading of the first advertisement: "Here's the Most Necessary Electrical Device." Stress is also laid on the fact that less current is consumed by the Safety Pad than by any ordinary electric lamp.

Dealers who handle the device are offered a wide selection of selling helps to enable them to tie up with the magazine advertising. The whole campaign is described in a sixteen-page booklet, called "The Safety Drive," a copy of which is mailed to each dealer.

The account is handled by The George E. Lees Agency, of Cleveland.

New Advertiser in New Orleans

The "Maison Annette—Lingerie Francaise et Confection," has been organized in New Orleans by the two French needleworkers and artistes who for years have been making elaborate and gorgeous costumes for carnival organizations of the Mardi Gras. They will confine their work to the mail-order field and will advertise through women's publications in the national field. It is reported that the Mardi Gras may be omitted this year on account of the war.

Address with W. A. Patterson Co.

Clarence S. Andress has been made vice-president of the advertising agency of the W. A. Patterson Co., Inc., New York. He has been in the New York advertising field for the past nineteen years, the last seven of which he has been associated with the Curtis Publishing Company. His most recent connection with the Curtis organization was as manager of the *Saturday Evening Post* department of the company's New York office.

Advertises Tractors to Canada's Farmers

The Canadian Rein-Drive Tractor Company, Limited, of Toronto, is using full-page space in dailies having rural circulation, and in the farm press to advertise Rein-Drive tractors. Smith, Denne & Moore, Toronto, have been given charge of the advertising account.

Julep Mint Co. Appoints Agency

The Julep Mint Company, Philadelphia, has placed its advertising account with the John O. Powers Company, New York.

Boston "Journal" Merged with "Herald"

On October 8 the Boston *Herald* absorbed the Boston *Journal*, the transfer including the name, circulation, mail lists, good will and physical properties of the *Journal*. The paper will be known hereafter as the *Boston Herald and Boston Journal*.

The *Journal* was first published in 1833 and the *Herald* in 1846. Previous to the Civil War and during the war period the former paper attained great prominence under the direction of Charles O. Rogers. In his "Forty Years an Advertising Agent," George P. Rowell wrote of the *Journal* as follows:

"At this time (1858) the best or most popular daily paper in Boston was the *Journal*. Charles O. Rogers was owner and supreme in its control. He was a wonder. Never to be found at his office, as it seemed to me, nearly always to be seen at some saloon near by, red of face, not always steady of gait, not a specially meritorious citizen as seen by an outsider, he was possessed of more business sense than found place in any other newspaper office in Boston, and his paper was run on a higher plane, I think, than any other, from the business, the literary, the ethical, in fact, from every standpoint from which it could be viewed, and, while Rogers lived, it did not cease to be the best paper, the most popular, the least objectionable, the most profitable, and to have the largest circle of readers, that is the greatest circulation. Col. Rogers died in 1869. While he lived he held the position in advance of all competitors; but no sooner had he disappeared than the *Herald* advanced to first place."

National Campaign Coming for Macaroni

The Cleveland Macaroni Company, Cleveland, Ohio, will start a national advertising campaign next week in periodicals of general circulation.

The line taken by the advertising will be educational. Macaroni will be exploited to the consumer as a wholesome and inexpensive wheat food of unusual advantages, from the standpoint of economy, in a period of high prices.

Gov. Whitman at Business Papers' Convention

Governor Charles S. Whitman, of New York, will speak at the banquet to be held in Chicago on October 12 in connection with the convention of the Associated Business Papers, Inc. Douglas Malloch, of the *American Lumberman*, and John W. O'Leary, president of the Chicago Association of Commerce, are also on the programme. Arthur J. Baldwin, vice-president of the McGraw-Hill Publishing Company, will act as toastmaster.

"Why Is a Business Paper?"

... It surely ought to be apparent to almost anybody that the information in a business paper, whether it be in the editorial or in the advertising columns, may easily be of the most tremendous value to the readers of that journal.

As a matter of fact, only those who have been "on the inside" can know the tremendous influence which an efficient business paper wields nowadays in shaping the course of events within its own industry. Very much of the work done by such a journal never appears within its pages at all, but is rendered as supplementary advice and assistance in personal instances.

Even when this is not the case, and the results of investigation carried on or reports of data gathered are published in the pages of the periodical, the reader gets facts which are vital to the well-being of his industry, and gets them at the purely nominal ex-

pense of his subscription, though if collected for his individual use alone, or under his own direction, the gathering of such material might have cost hundreds of dollars. The relation between subscriber and publication is in fact getting so close and direct, in the business paper field (as well as in others) that there is a well-defined tendency for the trade publication to become a sort of business forum, or public meeting place where all interested persons may make their contribution to the good of the cause in general.

... It is certainly true that nowadays the advertising columns contain information of paramount importance. An electrical or mechanical engineer who is not acquainted with the most improved and advanced devices in his field is not worth his salt; and in no other way can he keep in touch with them so well as in the advertising columns of the engineering magazines.

Title and extracts from PRINTERS' INK editorial, September 13, 1917.

"The Economy of Business Paper Advertising"

is the title of the speech which won the Higham Prize at the 1917 Convention of the Associated Advertising Clubs of America.

That prize is awarded for "the most constructive paper in the fewest words delivered at any departmental section."

We have republished this speech in book form and will gladly forward a copy upon request.

McGraw-Hill Publishing Company, Inc.

239 West 39th Street—Tenth Avenue at 36th Street

New York

Power

Electrical World

Coal Age

American Machinist

Electric Railway Journal

Engineering News-Record

Electrical Merchandising

Engineering and Mining Journal

Metallurgical and Chemical Engineering

All Members of Audit Bureau of Circulations



B

There are a number of good advertising agencies. But no two are exactly alike—in organization, in methods, in equipment, in

**Fuller
& Smith
Advertising
Cleveland**

business and advertising experience, or in judgment.

It is the advertiser's duty to himself, therefore, to determine by painstaking search and study the agency best fitted in every way to render the service he requires.

When more advertisers follow this course, there will be less switching of accounts, better agency service and better advertising.

**Fuller
& Smith
Advertising
Cleveland**

The Home of the Department Store

Chicago has the largest department stores in the world, and the aggregate volume of business of all its department stores is greater than that of any other city. These enormous businesses were built on newspaper advertising, and their officers probably know more about the relative efficiency of Chicago newspapers as advertising mediums than any other body of men in the country.

These stores have for years bought more space in The Chicago Daily News *six days a week* than in any other Chicago newspaper *in seven days*. The figures (in agate lines) for the first nine months of 1917 are:

	Six Days	Sunday	Total
The Daily News	2,640,722	2,640,722
The Tribune	1,026,231	661,198	1,687,429
The American	1,011,480	1,011,480
The Journal	1,038,410	1,038,410
The Examiner	344,681	496,794	841,475
The Herald	433,693	305,550	739,243
The Post	288,384	288,384

The department stores in Chicago—the home of the department store—depend upon The Daily News to reach the *homes* of Chicago.

The Chicago Daily News

"It Covers Chicago"

Member Audit Bureau of Circulations

Relation of Advertising to Price Standardization

Views of Col. Flood, Director of Cluett, Peabody & Co.—H. B. Cheney Explains Why Consumers Lose When Prices Are Cut Generally

NEW forms of reasoning in favor of the standardization of resale prices were advanced before the Federal Trade Commission at a hearing in Washington, D. C., held on October 3 and 4.

The array of speakers who testified included Col. Ned A. Flood, director of Cluett, Peabody & Co.; Horace B. Cheney, of Cheney Bros., silk manufacturers; Wm. H. Ingersoll, of Robt. H. Ingersoll & Co., and Professor Samuel McCune Lindsay, of Columbia University. The hearing was adjourned after two days to October 23. Professor Frank Taussig, now of the United States Tariff Board, has promised to give the Commission the benefit of his views, if he is allowed to testify in executive session. Among others present at the hearings on the first two days, or who have indicated that they wish to be heard by the Commission on the subject there may be mentioned: Wallace D. Williams, director of Jordan, Marsh Co.; F. B. Caswell, sales manager of the Champion Spark Plug Company; Paul P. Rohns, director of sales, Clipper Belt Lacer Co., Grand Rapids, Mich.; Conrad H. Young, factory representative of the Armstrong Cork Company; Edward S. Wood, treasurer of the Esterbrook Steel Pen Manufacturing Co.; Walter D. Steel, vice-president and Kean H. Addington, director of Benjamin Electric Manufacturing Co.; James M. Barnes, credit manager for Marshall Field & Co.; Charles A. Keene, jeweler, New York City; Alfred Lucking, Ford Motor Co.; George A. Waddle, Goodyear Tire & Rubber Co.; Herbert N. Straus and Edmond E. Wise, attorney, for R. H. Macy & Co.; Henry E. Bodman, of Mishawaka Woolen Co.; John Bradshaw, National Association of Retail Grocers, and Samuel C. Henry, Na-

tional Association of Retail Drug-gists.

With Congress and the United States Department of Justice continually flirting with the question of resale price fixing there has nevertheless been continual pressure upon the Trade Commission to tackle the problem. Advocates of standardized prices, undeterred by recent decisions of the United States Supreme Court, have sought to induce the Trade Commission to construe price cutting by retailers as a form of unfair competition. On the other hand, department store merchants and others, encouraged by the supposed purport of the Supreme Court opinion in the Victor Talking Machine Co. case have endeavored to enlist the Trade Commission in their effort to secure price-restricted goods—goods which manufacturers have managed to withhold from these price cutters despite the Supreme Court decisions.

Commissioner Franklin Fort, who has supervision of the various complaints before the trade body on the subject of price cutting, explained the reason for the hearing in his opening address.

"We meet here to-day," he said, "to hear your views on the question of fixing prices by merchants or manufacturers through the jobbers and all the way down the line to the retailers. The question has been presented to this Commission in many cases. There are twenty-seven complaints now pending before the Commission which have been consolidated and you gentlemen are more or less interested in them in one way or the other.

"The proposition has two phases, possibly three. The first phase of it is the ethical, I suppose—or the economical, you can put it either way—proposition as to whether these kinds of prac-

tices are proper in the trade; whether they are within our Act with relation to unfair methods of trade. That raises the whole question really. Another suggestion is whether they are under the Clayton Act—whether it is discrimination under the second section of that Act.

"The third question is whether they are under the Sherman Act and if under the Sherman Act whether they are exclusively within the province of the Attorney General because they are matters in restraint of trade and matters which should be disposed of there. It may be a question which some of the lawyers will want to argue whether there is jurisdiction here or there or both on these questions.

"I think I can say for my brethren—certainly for myself—that we have no preconceived notion on this matter. I will say indirectly one complaint only has been issued on these questions and that was for the purpose of getting it really before us in such form as we could say action or proceedings had been started and that is in the case of the Louisville Slugger Bat Company vs. The Vim Company. They put these bats out at a definite price, prohibiting the retailers to sell at a less price, and the Vim company sold at a less price. They made a complaint against the Vim company and it is here before us. That is the one with which we start because we must have a ground work with which to start in these twenty-seven cases. That was handed to me and is in my hands for supervision and I made a recommendation and a complaint has been issued in this case, but nothing will be done in that matter until we have had an opportunity to hear them."

"This is a very important business; perhaps it has a very important bearing on the question of restraint of trade. The Attorney General's department thinks it is a very important question. Of course, it makes no difference to them what we do here. Just how far they are going in the matter

I do not know. I cannot, of course, speak for the Department of Justice. They will speak for themselves."

If first-hand information from manufacturers was desired by the Commission, the first days of the hearing should have brought no disappointment. The argument given prominence by the advocates of standardized prices was that the passing of title upon the resale of an identified article is applicable only to the merchandise in the physical sense, and that the subject of transfer does not extend to the trade name, the trademark or the guarantee covering the goods. There were, besides, original slants to the discussion of advertising as a factor in merchandising and the distribution of standard goods at standard prices.

Col. Flood of Cluett, Peabody & Co. discussed intimately the details of that company's business operations—operations which, according to Col. Flood's figures, involve an annual production of some 10,000,000 to 12,000,000 dozen collars, 500,000 dozen shirts and 300,000 to 400,000 dozen handkerchiefs. Because of questions from the Commissioners and interruptions from the representatives of the department store interests at the hearing, Col. Flood was led to discuss extensively the question of cost of production and selling prices in the collar industry. Readers of PRINTERS' INK who followed the most recent previous price-maintenance hearings—the Stephens Bill hearings before the Interstate and Foreign Commerce Committee of the United States House of Representatives—will recall that the forces opposed to price-fixing legislation sought to make capital out of the alleged agreement on the part of the leading advertisers of collars with respect to the advance in price from two for a quarter to 15 cents, straight. This same subject was opened from the same quarter when Col. Flood was on the stand and the recent further advance in price to 20 cents or three for 50 cents afforded additional text for attack.

By means of questions to Col. Flood and to other witnesses, Commissioner Davies, former U. S. Commissioner of Corporations, sought to indict advertising as the culprit in price-fixing operations. One of his questions was: "Between the four concerns, we will say, that are selling standard collars at 15 cents the only competition that obtains is the competition of quality and not of price, is not that the fact, or competition in capacity for advertising?"

"I should not say," was Col. Flood's rejoinder, "it was competition in capacity for advertising because if you did that you would eliminate the element of intelligence which makes advertising good or bad and is one of the fundamentals of all publicity."

Again, the spokesman for Cluett, Peabody & Co. said: "How is good will acquired? Not alone by the expenditure of money for advertising. Advertising is not fake; advertising—the money of the manufacturers and the ven-

dors of goods in the United States spent for advertising—is not spent to cheat the public. Every manufacturer who makes goods has a message for the people whom he undertakes to serve and he wants to get that message across. But no matter how much money he may spend in impressing the people of the country that he has a good thing, or how much more he may spend than his competitors, no matter how much, it will avail him nothing in the end unless he can supply an honest product to the people who want it at a fair price."

As a distinct addition, in some respects to the existing file of price-maintenance facts and arguments were the features in the contribution of George L. Record, attorney for Robert H. Ingersoll & Bro. Mr. Record brought the standardized price legal chronicle down to date by discussing the significance of the new statute in New Jersey and the opinion of Vice Chancellor Lane, in passing

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

upon the initial case brought under that new law by Ingersoll against a Newark department store. Mr. Record declared that there would be no objection to price cutting on Ingersoll watches if the price cutters would omit use of the Ingersoll name and the Ingersoll guarantee. He hinted at a forthcoming test case in the United States Supreme Court designed to bring about a reversal of the recent opinion adverse to price maintenance.

The reasons why the ultimate purchasers are really losers when an article becomes subject to the attacks of price cutters were brought out by Horace B. Cheney in the course of a narration of the history of Cheney Bros., silk manufacturers, over a long period of years.

"It seems to me that the public is interested in merchandising in two phases of the situation only," said Mr. Cheney. "The first and most important of these phases is the ability to secure a good article, and to be able to duplicate that article whenever they desire to do so, without question, regardless of what they will have to pay for it.

"The second of those two phases in which the public is interested is to be able to secure that good article, whatever it may be, at a reasonable price. . . .

"We are the manufacturers of silk goods. For a good many years—I should say twenty years—we manufactured an article which was well known to the trade. I think it is safe to say there were few women who secured silk dresses who did not at some time wear it. The volume of production remained practically fixed, with small fluctuations from year to year of demand and fashion, and of succession in style. But it never became a great article.

"We then commenced to advertise that article, and in the course of a few years we raised the distribution of that article thirty times in volume. At the same time, we on three different occasions reduced the price of the

article to the consumer. Although it can only go back to the time when there was no question as to the manufacturer's right or ability to do what he chose with his merchandise, and that had never been questioned, it had been supposed to be an inherent right of all manufacturers.

"There came a time when a particular distributor who had a department store claimed that because of his location and low rent—and incidentally rent is a very small portion of the cost of distribution—that he was able to distribute his merchandise at 10 per cent less than anybody else could do it.

"As an illustration, he advertised, in connection with that statement the fact that he would distribute this article of ours at a price which was 10 per cent lower than the prevailing market price.

PRICE CUTTING PUTS ARTICLE "UNDER THE COUNTER"

"The immediate result of that was that the next morning a department store in the next block advertised the article to be sold at 10 per cent less than the first man advertised to sell it, and the next day another department store advertised it at about 5 per cent less than the first department store, and the next morning another department store advertised it at less than the second department store advertised to sell it, and finally five department stores in two days got into that competition on the price of that article with the result that before two days had passed that article, in that particular market, was being distributed at a price which was 25 per cent less than the distributors paid for it, and it was not to be found on any retail counter in the community. It had gone under the counter and could not be found.

"We, pursuing what we believed then to be our entire right, went to those men and told them they had got to stop that, that that sort of thing could not continue, and by the exertion of some pressure

DRUGGISTS

"RESOLVED: that the National Association of Retail Druggists officially thank the Butterick Publishing Co. for being the pioneer in eliminating all mail order advertising from its publications and inform them that we approve their policy and propaganda and that we ask every retail druggist to get behind the Delineator, Designer and Woman's Magazine, encourage their circulation in their neighborhood, and ask that every retail support be given Toilet Articles and Drug Sundries that are advertised in their publications."

The above resolution was passed unanimously by the delegates to the nineteenth annual convention of the NATIONAL ASSOCIATION OF RETAIL DRUGGISTS, at Cleveland, September 17, 1917.

Butterick - Publisher

The Delineator - The Designer

The Woman's Magazine

The Functions of the

The Plan

NOTE: This is the third of a series of articles on the Functions of the Modern Advertising Agency.

Advertisers who desire the preceding articles can secure them on request.

Henri, Hurst & McDonald

THE biggest factor in building a house is the Architect's Plan. One may choose the most beautiful site, he may employ the most skilled contractors, he may buy the most excellent materials, but if the *plan* isn't right, the resulting structure will be a disappointment.

The same holds true in advertising.

Artists, Writers, Printers, Magazines—all fall short unless the Advertising Director carefully follows a *Plan*—a plan which is both correct and complete.

In preparing a Sales and Advertising Plan, the modern Agency considers not merely the *Consumer*, but also the *Dealer*, the *Jobber* where necessary, and the *advertiser's Sales Force*.

It is not safe to depend alone upon consumer demand.

Indifferent or antagonistic Dealers often rob publication advertising of half its influence.

HENRI, HURST

General Advertising Agents

PEOPLES GAS BUILDING

Modern Advertising Agency

Uninformed or indifferent jobbing connections may do their part in wrecking the *results*.

And lack of co-operation between advertising department and sales department accounts in a good many cases for excessive selling cost.

Being aware of these facts, we prepare for each client a written Plan covering every step in the work: (a) the big idea; (b) copy appeal; (c) character of display; (d) consumer follow-up, study and selection of media, method of merchandising the advertising to the Dealer and Jobber; (e) extent and nature of Dealer helps; (f) Trade Paper Advertising, how to induce Dealer to *utilize* Dealer helps; (g) method of merchandising the advertising to our client's salesmen, complete instructions in handling Dealer and Consumer inquiries; (h) itemized cost of publication space, art work, printing, electros, Dealer work, trade paper campaign, etc.; (i) forecast of results.

With this *complete, approved* Plan before us and before the advertiser, there is a clear understanding of just *what* is to be done, *when* it is to be done, *who* is to do it, *how* it is to be done, how *much* it will cost and what *results* are to be *expected*.

* * * * *

"*Mad Anthony*" Wayne once said to George Washington, "General, I'll storm Hell if you'll only PLAN it!"

In fighting a battle, in building a house, in preparing an advertising campaign, in accomplishing any *important* work—"the Plan's the thing."

& McDONALD

and Merchandising Counselors

CHICAGO, ILLINOIS

we succeeded in getting them all to agree that if the others would fall off their horses all the rest of them would do so, and they would retire from that game. All of them except the first offender went through with that proposition. All the others did royally keep up their agreement not to further distribute that article at these reduced prices.

"But the result of that was so great that the distribution of that article in that particular market for that year, relative to the other markets of the United States, was only one-third. In other words, that price-cutting war, which, in its force only lasted two days, resulted in the year's business being reduced in that market by one-third of the quantity which we had a right to normally expect it would have been, judging from the rest of the communities in the United States.

"We finally succeeded in successfully fighting that proposition to a finish, and we fought it to an issue, even as far as the retailers were concerned, and they finally agreed not to do that again, but the business for that year in that particular community was ruined."

In showing the effect of price-cutting on the ultimate purchaser Mr. Cheney said:

"You say that is all very well, but where does the public get off, and why is the public interested in this matter? You sold something that was profitable to you, and why did not that benefit you? They got it for less money than they had paid for it ordinarily, and why was it not a benefit to them? I think the answer is sufficient, that only one person in thirty at the end of that time was able to secure the article, one person in thirty who had previously used it.

"It had, during that time, when we had built up this business—and it was a good, profitable business, and, as I said, we continuously reduced the price—it had become an article which every woman in the United States, practically, was using at some time or another. At the end of that war there were

very few of them using it. They thought the reason they did not want it was because it was not any good any longer, that it had gone out of fashion, and that the demand for it had gone by.

"Why was it that the demand had gone by? It was not because the article was any poorer than it was before, or because it was any less beautiful than it was before, nor was it because it was any less stylish than it was before. It was because the retailer could not make the profit out of the distribution of the merchandise. His business had been spoiled, ruined completely by one man appropriating the benefit of all the advertising we had done, the result being that the public, instead of being benefited by having an article at a lower price, did not get it at all."

Canada a Big Auto Buyer

Canada now stands third in the list of the world's largest car owners. Canada has one automobile for every 57 people; 7,346 passenger automobiles, valued at \$4,712,433, were imported into Canada during the first six months of this year. All but five of these came from the United States. During the same period 138 commercial cars, valued at \$184,107, entered Canada. Imports of automobile parts were valued at \$3,184,838. It is estimated that Canada will purchase 100,000 cars this year or an increase of 85 per cent. over pre-war buying.

Twist Joins Redden Truck

Stanley Twist has been appointed advertising manager of the Redden Motor Truck Company, Inc., of Chicago. Mr. Twist was at one time advertising manager of the Smith Form-a-truck Company, maker of truck-forming attachments.

Carrington Joins Metropolitan

C. Frederick Carrington has joined the Western advertising staff of the *Metropolitan Magazine* with offices in Chicago. Mr. Carrington was formerly Western advertising manager of *The Continent*.

"You look disgruntled," said the shoe man.

"Yes," snapped the druggist. "Had a little rush just now, and a couple of prospective customers walked out without being waited on."

"They seldom get away from me," declared the shoe man. "I take off their shoes as soon as they come in."
—*Drug Topics*.

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Official Italian Battle Film, Courtesy of Fort Pitt Theater Co. in Leslie's.

FIGHTING IN THE SNOW

Leslie's, with 425,000 net paid, has the largest \$5-a-year circulation in the world.

This is three times the circulation of any other periodical in the world able to interest its readers \$5-a-year's worth.

The readers of Leslie's pay us over \$2,100,000 a year for it.

Leslie's—the larger, finer, speedier Leslie's—is bringing the war to its readers more graphically, more quickly, more completely than any other great national periodical.

And this is the one dominant interest of the American people today—the war. And it will continue their dominant interest until the war is won.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1855

Boston NEW YORK Chicago

Largest Morning Circulation in New York Every Day in the Year

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

451,799



The

World.

407,308

357,225

407,300

357,225

The Sun.



141,758

THE NEW YORK HERALD.
130,209

New York Tribune
100,551

The figures above are reports to U. S. Government for 6 months ending October 1st, 1917, by each Publisher under oath.



BUILDERS *of* AMERICAN BUSINESS

CHAS. R. FREDERICKSON, PRESIDENT OF
THE AMERICAN ART WORKS

"I have derived vast good from SYSTEM and expect
to continue to be a diligent student of it."

NUMBER CX in the series of portraits of readers of SYSTEM



Quizzing the Trade for Copy Pointers

An Advertising Agency Man Recalls Some Workable Ways

By Ray Giles

HOW can a man make his work easy and effective when he is sent out to cross-examine Greek candy-magnates about their attitude toward a certain line of chocolates?

For those who must periodically touch a finger to the pulse of "the trade" let us note some approaches which have been found successful.

Generally speaking, trade investigations fall into two classes. The first class covers articles on which it is permissible to "shop." The second is on products where shopping is not the custom.

In the former case the investigation is easily made. It is quite permissible to pump dealer after dealer in phonographs or automobiles and still leave his place gracefully without buying. If you want intimate facts about his business, however, you cannot pose as a prospective customer. It is to such type of investigation as well as those on cheap and moderate-priced articles that we will turn our attention.

I find that the following condition applies almost without exception to men sent out on their first job of this kind.

They puzzle a long time over their approach. They try out in their own minds countless ways in which they will introduce themselves. They think they must justify their interview by first explaining who they are and where they come from.

This is often a mistake.

Advertising agency men soon learn one thing *not* to say. That is, "I am Mr. Smith, of the Wonderful Advertising Agency." Most dealers know what advertising is. But a good many haven't the least idea of the functions of an advertising agency. At the words "advertising agency" they turn upon the investigator a blank look.

The dealers who *do* know what an advertising agency is, have a disconcerting way of jumping at conclusions. They simply say, "Oh, we never do any advertising." Like as not they follow that declaration up by turning their backs to you.

In either case you are in wrong. You have to explain what an agency is or tell the dealer that you don't want any advertising, etc., etc. By the time you have made clear your mission you can see plainly that you have worn out your welcome.

Instead, I say that I am with the advertising, sales or manufacturing department of the manufacturer for whom the investigation is made. This is perfectly true as far as the dealer is concerned and it saves time and conserves interest.

QUESTIONS FIRST: THEN INTRODUCTION

However, I believe that in a majority of cases it is better to dispense with the introduction. A grin and the statement that you want to ask some foolish questions rarely fails where backed by confidence. Begin with the questions and hold back the introduction.

This works almost invariably. The psychology of it seems to be something like this: The dealer is temporarily knocked off his feet by the abruptness of an unusual question coming from a perfect stranger.

He answers automatically before he recovers from his surprise.

If a stranger held you up on the street and asked: "Friend, why do you wear tailor-made clothes?" the chances are that you'd tell him before you realized that his question was more or less impertinent.

It is often surprising to see

how many questions dealers will answer in this way before they catch their wits and challenge the cross-examiner.

But if the quiz lasts very long you will find a questioning look coming into the tradesman's eye. Yes. He wants to know who the deuce you are. Don't wait for him to vocalize the question. Anticipate it by telling him. Then you will be subject to less suspicion than if he had to pry out your identity.

Another reason makes it wise to hold back your name as long as possible. If the dealer thinks of you as an advertising man or an investigator who is especially interested in one particular aspect of the business, he is apt to frame his answers accordingly. Perhaps you wish instead a discussion of a more general nature. If the dealer has no idea who you are, your chances of getting such a discussion are decidedly better.

Often the investigator for certain reasons has no choice. He is ordered to keep his identity a secret. In these cases it is best to put the most important question first and show by his attitude that he expects a quick answer. Then if he is thrown down on the second query he has at least the one most important thing he went after.

DANGER IN NEGATIVES IN INVESTIGATION QUESTIONS

Where the investigator makes known his connection, he will do well to see that his talk is always positive.

For example, it was suspected that the sales of a certain product were slowing up because of a common but mistaken belief that its use was harmful in a minor way.

We might call that product a shoe polish and say that boot-blacks by using it in a certain way caused the shoe-leather to crack before its time.

An official in the shoe polish company expressed himself against all trade investigations. He said, "If a man goes into a boot-black's shop and starts to find

out if our polish injures leather, he immediately puts the thought in the customer's mind that perhaps it does."

His point was that in the effort to find a dealer's attitude on a product it is quite possible to leave behind a feeling of distrust and questioning.

The investigator should leave all doubts behind in his office when he goes out to visit the trade. If the tradesmen are nursing any grudges against the product they are not likely to miss any chance to let them loose.

Also, the investigator should remember that he will be followed sooner or later by a salesman from the house. His manner of talking will either help or hinder that salesman.

A man I know was once sent out to find the darkest side of a certain business. He tried various ways of getting from the dealer his most pessimistic thoughts. He had poor success at first. Finally he adopted this approach: "I am thinking of backing a friend to open up a store in this line at B——." (A nearby town.) "How is business in this line? Do you think I'm making a wise investment?" This introduction rarely failed to make the dealer put on deep blue spectacles.

Another incident illustrates a clever approach. A man was asked to call on branch managers of leading houses in a certain line—for convenience let us say automobile tires—and get their attitude on their own product and that of a certain competitor. He finally hit upon this: "I am trying to get a job selling Norubber Tires. I've met some of their people and think I've got a chance when the next vacancy occurs. Meanwhile I want to find out all I can about their tires and about tires in general. Will you help me?" This worked out very well—too well in several cases, because a couple of branch managers were so impressed by the man's thoroughness that they wasted much of his time trying to get him to work for them.

Sometimes there is only one point to be covered in an investigation. In this case a fine day's showing can often be made by using the telephone. Simply call up as many dealers as you choose. Say, "Mr. Blank, to settle an argument will you tell me so-and-so?"

I wrote early in this article about the risks the investigator runs in saying that he is with an advertising agency.

I find a tendency on the part of investigators new to the job, to say in a large and indefinite way, that they are "with a research bureau." For some reason or other this seems to throw an awful scare into the average retailer. He closes up like a miser's purse. I suppose "research bureau" sounds like a detective bureau or some kind of secret spying corps.

The beginner is apt to become discouraged because he sometimes cannot get desired information with despatch. This is no reflection on either his ability or the intelligence of the man questioned. Yet the investigator is tempted to quit and report that the man "seemed very stupid."

The truth of the matter is that many people have not their knowledge nicely classified and ready for instant delivery. The investigator has got to hold on by the teeth until the dealer locates the right pigeon-hole. The nerve to hold on is a valuable asset and should be cultivated.

MANNER OF DRESSING MAY BRING SUCCESS OR FAILURE

It is frequently advisable for the investigator to pay attention to his dress. If he is going to call on a class of trade that works in overalls he will not make a hit by approaching them in a pinch-back coat. On the other hand, if he is going "shopping" for an automobile he will do well to look like pay day.

Manner of dress also adds to formality or friendliness of appearance and this is felt by the persons undergoing examination. A copy-lady was recently sent out to some small towns to call on wo-

men and find their attitude towards a well-known household article. She started out the first morning in her regular business clothes. At every turn she was rebuffed. Noon brought her back to the hotel in despair. The day was hot. She decided that if she was to be turned down all afternoon she would at least be physically comfortable. She took off her work clothes and put on a light summer dress. She left her hat on a hook and substituted a parasol. She walked carelessly down a residential street. Seeing a group of women on one veranda, she opened the gate, went up and sat down with them. They accepted her readily as one of their kind and from that point her difficulties in getting a hearing were at an end.

In many cases it is important that you are not mistaken for a salesman. I once had a very bad day because the class of trade I called on had been pestered to death by salesmen and took me for another one of them. On the second day I decided to carry my pet camera. In going in to the dealer I first laid the camera carefully on the counter in front of him. My trouble disappeared. I believe this was due to the fact that the dealer never before saw a salesman who carried a press-camera and so decided that I couldn't be one.

If I led around a dog I would expect its presence to accomplish the same result.

In many lines of business there are definite times of the day when dealers are particularly busy. The investigator will do well to ask a salesman who calls on that trade where the "open" part of the day occurs.

If you are to interview a clerk rather than the proprietor, get him alone, away from his fellow clerks. Otherwise you are apt to find him self-conscious and embarrassed at being overheard by his fellow employees.

There is never any harm in showing a dealer that you respect his judgment. "I want to ask your advice about a certain

matter" is often a good approach.

If you can frame your questions so that they can be answered by "Yes" or "No" you accelerate results.

It is well to be able to address your man by name. It pleases him to think himself well known and this makes him more inclined to go into details with you.

An approach I once found very effective was this: "I represent a manufacturer who is thinking about putting a new line of house paints on the market. He wants to know what per cent profit would get a man like you to push them and give them good window display."

Without exception dealers gave me a quick answer and were quite ready to discuss the whole situation. The discussion of profits also enabled me to branch out into any other aspect of the business I chose.

Dealers are never making so much money but what they would be glad to make more. Wherever you can tie your interview to a margin of profit, you have an open way to any dealer's heart.

One thing more. I believe that advertising men should go out of their way to become personally acquainted with at least one dealer in each leading retail trade. If the advertising man knows one haberdasher well enough to "dutch-lunch" him and call him by his first name he will be able to get intimate information which can hardly be secured in any other way. He can also get a good idea of the lay of the land before rounding up that trade in herds. Only the man who has tried this knows what a valuable source of supply it is.

R. S. Kennedy in New Position

Robert S. Kennedy, formerly with Street & Finney, New York advertising agency, has been placed in charge of the service departments of *Motor Life* and the "Automobile Trade Directory," New York.

Earle W. Bachman, for four years with the advertising department of the New York *Evening Journal*, has been appointed automobile editor of *Women's Wear* and the *Daily News Record*.

Advertising Affiliation Announces Speakers

Ex-President Taft is the headliner among the speakers announced for the Advertising Affiliation Convention, to be held in Rochester, N. Y., Oct. 26, 27 and 28. His topic will be "After the War, Everlasting Peace." Other speakers on the tentative programme are Douglas Malloch, associate editor of the *American Lumberman*; Ivy L. Lee, of the Rockefeller Foundation; George W. Hopkins, sales manager of the Columbia Phonograph Co.; Charles R. Wiers, of the Larkin Company, Buffalo; Homer J. Buckley, Chicago; Gilbert Farrar, New York; O. M. Brodfuhrer, manager of the copy and art department of the *Chicago Tribune*; Merle Sidener, chairman of the Vigilance Committee of the A. A. C. of W., Edward Clifford, Minneapolis *Journal*, and Warren S. Platt, president of the National Petroleum Works, Cleveland.

Smith Form-a-Truck Finances

David R. Forgan, W. R. Dawes, O. J. Feehling, Prentiss L. Conley, all of Chicago, C. E. Danforth, of New York, and P. A. Conley, of Cleveland, were appointed a committee to strengthen the financial position of the Smith Motor Truck Corporation, formerly the Smith Form-A-Truck Company, at a meeting of creditors held in Chicago last week. According to a statement by President D. W. Figgis, the company had become overloaded with materials through injudicious buying of the former management, and was unable to pay its indebtedness. The company's assets, the creditors were told, were \$1,634,786 in excess of its liabilities, which amount to approximately \$1,700,000.

New Hosiery Campaign in Prospect

A. T. Haefela, formerly with the American Woolen Company, has been made advertising manager of Chas. Chipman's Sons Co., Inc., of New York. This concern, which is selling agent for some eighteen hosiery mills, including its own at Easton, Pa., is going to market four brands of women's and men's silk hosiery of its own make. It will start a three months' advertising campaign in newspapers of Ohio next spring. The house distributes through jobbers exclusively.

Germany Advertisises War Loan

News dispatches from Holland state that Germany is using page newspaper space to advertise the new war loan it is attempting to float. A translation of a portion of the copy reads as follows: "Money needed for subscription. Easy terms, allowing time.

"You reckon what you can earn in the forthcoming weeks and months, deduct the cost of living, and then see what you can lend to the Fatherland."

Pertaining to the Advertising of Shoes and Clothing in Baltimore

September is a month in which the buying of shoes and clothing for the little folks going to school, as well as the grown-ups is particularly active, changing over from the summer to the fall apparel making the turnover in these lines a big item.

Likewise September is an active advertising month in shoes and clothing, to keep pace with the demand of these two particularly prominent lines. Here is the record of space used in Baltimore during the month of September, covering both shoes and clothing in the four local newspapers.

SHOES

		LINES
Sun	(Morning and Sunday)	15,435
American	(Morning and Sunday)	8,350
Sun	(Evening)	16,320
Star	(Evening)	3,370
NEWS	(Evening and Sunday)	24,158

CLOTHING

Sun	(Morning and Sunday)	12,809
American	(Morning and Sunday)	6,490
Sun	(Evening)	14,461
Star	(Evening)	4,960
NEWS	(Evening and Sunday)	35,335

These figures show to what extent local merchants proportion their advertising in Baltimore newspapers and emphasize in strongest terms the supremacy of THE BALTIMORE NEWS in these lines of advertising. National advertisers can well be guided by these figures. If your goods are well distributed in the Baltimore market, you need the assistance of THE NEWS to move these goods off the shelves promptly during the active buying fall months.

THE NEWS has the largest circulation in the homes of Baltimore of any local newspaper and reaches a type of thrifty buying people who are interested in advertised merchandise.

For Better Business in Baltimore Concentrate In

The Baltimore News

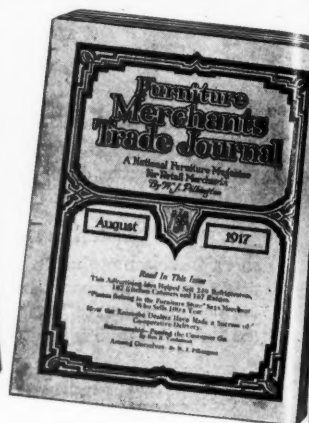
Member Audit Bureau of Circulations

Net Daily Circulation for Six Months ending Sept. 30, 1917 (Government Report) 90,656

GAIN over same period 1916, 16,839

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago



The Value of an Idea is Proven by the Growth of the Institution Promoting It

THE BIG IDEA behind the four national magazines for retail merchants—published by the **MERCHANTS TRADE JOURNAL, Inc.**—is to furnish to retail merchants selling information—to place in their hands the plans, ideas, systems, methods, policies, etc., that have been actually used in retail stores and proven successful.

TODAY because merchants like that kind of editorial matter so well—the **MERCHANTS TRADE JOURNAL** is paid for and read by more retail department, general merchandise dry goods, clothing and shoe stores than any other trade publication (A. B. C. Audit.)

TODAY more individual stores selling furniture are subscribers of the **FURNITURE MERCHANTS TRADE JOURNAL** than any other furniture publication. (A. B. C. Audit.)

TODAY more than 4,000 retail hardware dealers pay \$3.00 per year for the **MERCHANTS NATIONAL HARDWARE JOURNAL**, a monthly publication.

TODAY druggists pay \$3.00 per year for the selling idea contained in the editorial pages of the **MERCHANTS NATIONAL DRUG JOURNAL**, published monthly.

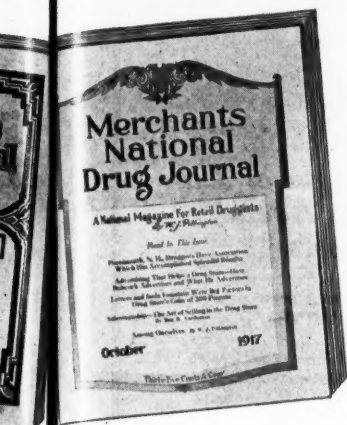
WE have trained men traveling all over the United States—accepting no business of any kind—interviewing retail merchants, to secure the most successful plans, etc., used by these merchants.

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"Branching Out!"

HARDWARE dealers are finding it very profitable to branch out, taking on the sale of kitchenware and household furnishings and are adding many new departments constantly.

As a result of our editorial investigations we have some very interesting data with reference to the sale in hardware stores of kitchen cabinets, refrigerators, vacuum cleaners, ranges, auto accessories and many other so-called "side lines" for hardware stores.

DRUGGISTS too, are branching out, taking on new lines of merchandise that have heretofore been considered out of place in drug stores.

DRUGGISTS are taking up the sale of specialty merchandise more and more. We have a world of data for agencies and manufacturers who wish to interest druggists in the increased sale of toilet goods, rubber goods, confectionery and other items that can be sold in drug stores.

Helping Your Dealers Sell More of Your Product

BECAUSE of our interest in retail merchants we are naturally interested in helping manufacturers help their dealers sell more of their goods.

BECAUSE of our close contact with retail merchants we have a large amount of information and data showing the attitude of merchants toward dealer helps, consumer advertising, etc.

IF you, as a manufacturer or agency, would like to know more about how our editorial investigations can be of practical help to you (in improving your dealer helps, your consumer advertising, etc.) and at the same time be of equal practical help to your dealers, address our nearest office for more detailed information.

Address nearest office

MERCHANTS TRADE JOURNAL Inc.
Publishers

Merchants National Hardware Journal
Merchants Trade Journal
Lytton Building
New York

Merchants National Drug Journal
Furniture Merchants Trade Journal
Des Moines, Iowa



***Some Clothing Manufacturer Can
Put Himself Leagues Ahead
of His Competitors***

MORE than 225,000 boys and young men *take* THE AMERICAN BOY. Fully 500,000 *read* it.

The average age of these boys is 15½ to 16 years. More than 100,000 of them are between the ages 16 and 20.

This winter, every one of these half-million boys will need at least one new suit. Many thousands will want several.

The field is wide open for some progressive manufacturer to step in and get the bulk of the business. Advertising in THE AMERICAN BOY will do it.

A recent test among our subscribers showed that only 40 boys out of 2099 had not changed to long trousers by the time they were 16 years old—*less than 2%*. The same proportion holds good for the entire 500,000 readers.

American Boy subscribers are not only mighty good prospects for the future, but most splendid sales material right now.

They have a good bit to say about the kind of clothes they wear. They may not always pay for them themselves, but they know the style they want and usually the trademark names.

Once you convince them of the merit of your clothing, they will never be satisfied with anything else. If you have a boy yourself you know the truth of this statement.

Put your message before these half million boys now—in the formative years of their youth—and they will remember it clear through to the day when they have families of their own.

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHY, Manager
156 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. ALDEN, Jr., Manager
1018 Lyric Building
CHICAGO, ILLINOIS

French Posters Tell All in Little

The Coloring Is Subdued But the Ideas Are Right

IF there is one thing, according to a cursory examination, that distinguishes the average French war poster from those of the other allied nations, it is the absence of vivid or glittering coloring. On the other hand, you find throughout a truly Gallic tendency to get at the main idea and express it with that minimum of effort, line and word that pronounces the Frenchman a copy master.

Brentano's, in New York, recently carried a window display of some excerpts from a collection of around 200 samples of Allied poster work. Perhaps a score of others are on display in the rooms of the New York Advertising Club. The Russian and British examples do not differ materially in color or ideas from the work of these nations that has had previous mention in PRINTERS' INK.

As was the case in Russia, there are no French recruiting posters, but the bills advertise innumerable benefits and funds, or else are aimed to assist in the raising of government loans, to aid the furtherance of propaganda, to help in the fight against alcohol, etc. There is nothing argumentative about them. They are simple and direct appeals to the imagination and sympathies of an imaginative and sympathetic race. As in all good copy, the idea is laid out in its simplest and most powerful form; to the impression created on the individual is

left the attainment of results.

For example, how characteristic of the nation is this crayon bill, in subdued pastel grays, blues and reds, for some benefit for wounded. Two convalescent soldiers, burly and bearded (few of the poilus depicted are the boyish types of our own poster work), stroll by arm in arm, while on the left a little girl and three boys stand at attention, saluting. The girl flaunts a tricolor from a standard, her immediate neighbor in play uniform with red-crowned cap, presents a toy gun smartly, while the other two give the hand salute. Thus, brightly, does the



ANTI-LIQUOR POSTER WITH HEART APPEAL IN THE ILLUSTRATION

artist handle a subject whose root is anything but glad.

The most conspicuous examples are in fact pastel productions, and where oil has been used the coloring is most modified.

A plain charcoal sketch of a poilu writing a letter accompanies the somewhat lengthy text appealing for funds to buy comforts for French and Belgian prisoners of war in Germany.

pressed?" poster is a combination of red-browns and black. Both these and many others are printed on antique stocks.

Symbolism plays its part, as in the case of a bill advertising a "Tombola Artistes," whatever that is, for the benefit of Alsace-Lorraine, showing France, the helmeted mother, holding out her arms to receive two glad little girls in the costumes of the lost provinces, running to meet her.

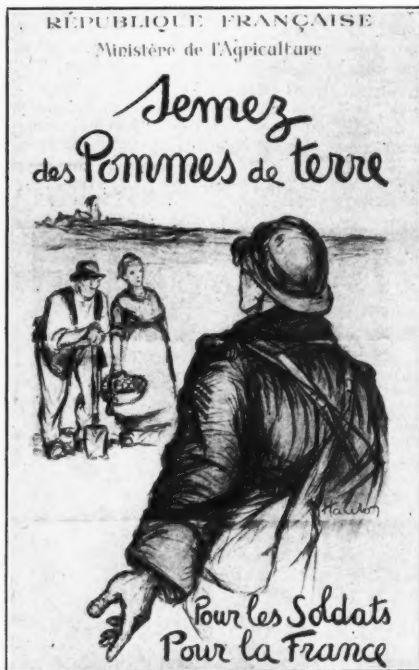
Again, is a massive crayon picture of poilus thronging by and through the Arc de Triomphe, while French soldiery of another day pour down in columns from above and mingle with the marching hosts.

A little more colorful and cartoony is one announcing a salon exclusively for artists at the front. Against a yellow sky and white clouds sits the dominating figure of a soldier in blue uniform and puttees, pipe in mouth, carving a figure of Victory, which he holds high in one hand and scans critically.

Then there are the famous war loan figures of the poilu, dashing forward with his left arm raised, his right hand grasping a rifle, and his face turned back and up, shouting something in French to the effect that "we'll get

'em," and the gold rooster stepping out of a coin, picking at a kneeling Boche on the defensive.

A vivid Italian war loan poster depicts a heavy green siege gun planted in gold coins, pointing through white Alpine glaciers and peaks into a red sky—"Date Denaro Per La Vittoria."



HOW THE FRENCH GET GREATER CROPS THROUGH POSTER ADVERTISING

The two examples reproduced herewith are decidedly subdued. The soldier imploring, at the instance of the Minister of Agriculture, the old man and girl to "sow potatoes for the soldiers—for France," is a soft gray-blue, while the background is filled in with the lightest of browns. The "Ah, when will alcohol be sup-

3 FACTS

which tell the story of newspaper

SUPREMACY

IN CLEVELAND

Fact No. 1

During September, 1917, The Plain Dealer published 1,102,878 lines of paid advertising which

EXCEEDED Cleveland's second newspaper (evening) by **243,040 lines**

EXCEEDED Cleveland's third newspaper (evening) by **551,586 lines**

Fact No. 2

National Advertisers used 175,056 lines of advertising during September, 1917, in The Plain Dealer. This total

EXCEEDED Cleveland's second newspaper (evening) by **84,084 lines**

EXCEEDED Cleveland's third newspaper (evening) by **94,150 lines**

Fact No. 3

The Plain Dealer published 54,690 want ads in September, 1917, which was

7,776 more than all the other Cleveland newspapers COMBINED

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western
Advertising Representative:
JOHN GLASS
Peoples Gas Building, Chicago

Eastern
Advertising Representative:
JOHN B. WOODWARD
Times Building, New York

New Bureau at Washington to Help Retailers

Problems of the Small Merchant Will Get the Attention of Bureau of Business Economics

BACK of the recent brief announcement in the daily press of a project for the establishment within the United States Chamber of Commerce of a Bureau of Business Economics is a promise of the most ambitious undertaking yet attempted for the study and solution of the problems of the American retailer. This definite, comprehensive move to get at the very heart of the retailers' problems may inspire with hope if not with immediate reassurance the national advertisers who are dubious with respect to the retail situation.

It is desirable to emphasize at the outset that this new project in the Chamber of Commerce of the United States is presumed to tackle the troubles of retail merchants in all lines. Because the inception of the basic idea is credited to the Committee on Retail Co-operation of the National Wholesale Dry Goods Association the impression has become current, from the fragmentary announcements thus far made, that the new trade bureau aims to serve the interests of only the larger operators, wholesale and retail, and is restricted to the dry goods field at that.

As a matter of fact the new bureau, while aiming to survey every section of the mercantile field, will address itself particularly to the difficulties of the small retailers—difficulties that have multiplied appreciably since the beginning of the war—because it is the small storekeepers whose future, as already pointed out in *PRINTERS' INK*, is especially imperiled.

Particularly significant is the fact that several of the leading national associations of retailers have signified their intention to co-operate actively in furtherance of the work of the new institution. It is generally admitted that

if all national associations of retailers were as efficient as the best of them (or rather their "service" bureaus), there might be little reason for accepting outside aid, but high standards in this respect are by no means universal. Even the national officers of retail organizations that come pretty close to 100 per cent efficiency seem inclined to fall into line and accept, with thanks, any aid the new national bureau can render.

This new Bureau of Business Economics has no connection with the Commercial Economy Board of the Council of National Defense. The undertaking of the Commercial Economy Board is purely a proposition "for the duration of the war," whereas this later project aims to build up within the national commercial body a permanent institution that will be continuously on the job in behalf of better storekeeping.

Until the new bureau is on its feet no detailed investigative programme will be announced, but the promoters are evidently willing to undertake a large contract, for they promise research with respect to any and all business practices to which the average retailer is committed—pricemaking, use of windows for display, cost keeping, sense of proportion in advertising and what not. The present intention is to have the Business Economics Bureau undertake research work on no controversial subject that has already been disposed of by the National Chamber through the medium of its various special committees or by referendum. Thus, for example, the subject of resale price fixing upon which the Chamber has already taken its stand, will not be reopened unless new circumstances present themselves whereby the interests of retailers are particularly affected.

WHAT THAT MISSION IS

"It is as easy to discuss a problem in fiction, in verse, even in humor, as it is to discuss it in an essay.

"Hearst's Magazine has a serious mission through all its entertainment and that mission is to discuss, elucidate and solve as far as possible the vital questions dealing with our political, economic and social life."

W. R. Hearst



II.

Winston Churchill's "Dwelling Place of Light" is a powerful handling of the immigrant problem. Now running in Hearst's

Hearst's
*The Magazine
with a Mission*

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Avenue

St. Louis

Minneapolis

Buffalo

Philadelphia

Milwaukee

Detroit

How General Electric Sells Dealers on Advertising

The Story of a Well-Knit Campaign to Convert Merchants to Use of "Helps" and to Hold Them in Line

By F. S. Ackley

Of the General Electric Co., Schenectady, N. Y.

EVERYONE remembers the story about the man who stood at London Bridge and tried unsuccessfully to sell gold pieces at half their face value. It is often hard even to give away a meritorious article.

The General Electric Company, in common with most manufacturers, supplies the retail sellers of its products with free advertising material for local use. It also conducts a merchandising service on sales matters.

Although the retailers of the company's products are numerous and representative of the industry, only a comparatively small percentage makes active use of the advertising assistance so freely offered. There is probably a reason for this; but whether it is that a business man is naturally suspicious of something offered for nothing or that a large percentage of retailers are as yet unconverted to advertising is not readily apparent.

One noteworthy fact in the writer's experience is that, although dealer helps are primarily designed to help the small dealer who is not skilled in publicity work, it so happens that the chief users of this service are large, progressive concerns, most of them maintaining well organized advertising departments of their own. Although this may not be the experience of every manufacturer, a reason may be found in the greater advertising experience of the larger dealer which enables him to appreciate the value of such material.

Be that as it may, the problem of getting the dealer to use advertising helps is a serious one. This problem is two-fold—first how to obtain efficient distribution and,

second, how to secure efficient use. A satisfactory answer to the first problem, however, will do much toward solving the second.

How to get your dealer helps into the hands of the retailer with a minimum of waste depends largely upon the nature of the material.

For the sake of illustration let us take the newspaper electrotypes furnished dealers by the General Electric Company for advertising G-E electrical appliances. These electrotypes are of three kinds: Complete plated advertisements including type matter, with mortised space for dealer's signature, compact illustrations of appliances in use, with or without some caption or catchy slogan, and simple illustrations of the appliances themselves. The last two styles are for use by the dealer who prefers to prepare his own copy but is glad to secure good illustrations.

Our experience like, I believe, that of other manufacturers, has been that it is undesirable to load a dealer up with advertising material, however good, unless he personally requests it. For this reason we do not encourage orders for this material from anyone but the dealer himself. A good example of the soundness of this practice was furnished a couple of years ago when we received at one time over a hundred identical orders (each for a different dealer) made out by a jobber's salesman and involving several thousand dollars worth of advertising material. When we sought to verify the orders by securing O. K.'s from the individual dealers mentioned, 75 per cent of the material was declined with thanks, in most cases something different

being substituted. Because this sort of thing is by no means uncommon, G-E dealers are furnished with order blanks for advertising material and, in practically all cases, an order written out and signed by some responsible member of the dealer's organization is required before material will be supplied.

This care in distribution cuts out considerable waste of material as it is not likely that a dealer will go to the trouble of writing out a special request for material unless he expects to use it—at least at the time of writing.

A SPECIAL ADVERTISING PUBLICATION

In order to keep dealers informed as to what is available in the line of advertising material,

the General Electric Company publishes a monthly "newspaper," known as "The Electrical Advertiser." This publication goes to all who buy G-E goods for resale and to the members of the sales organization through which they purchase.

"The Electrical Advertiser" not only illustrates newspaper electrotypes and some of the new printed literature but also offers suggestions on seasonable campaigns, new lines of sales approach and window display work. It also prints interesting accounts of successful sales "stunts" which have been tried out by retailers on their own initiative and these serve as inspiration to other retailers of the same goods. The "Advertiser" is used also to inform the trade about new products marketed through jobber-dealer channels.

One of the chief advantages of issuing advertising information in this form is the close personal relationship it establishes between the company and its customers. Many retailers after reading the "Advertiser" ask for and receive special advice on their individual needs, and special campaigns to suit local requirements have



THE ELECTRICAL ADVERTISER

Schenectady, N. Y., October, 1917

Vol. 7 No. 8

Issued by the Advertising Department of the General Electric Company for the substance of local electrical retailers

Y. 1000

"Lighten the Labor of the Home" A Good Slogan This Fall

Contractors-dealers and general retailers have a good opportunity for sales of household labor-saving appliances this fall in the "Lighten the Labor of the Home" campaign which is now under way, and which will continue up to and including the Christmas buying season.

For offers of washing machines, vacuum cleaners, and other household labor-savers, electric ranges, fireplaces, and portable heaters and cooking appliances, for buyers of housewiring and electric service, this campaign offers an opening well worth serious consideration. On the labor-saving side into your fall sales campaign. The national situation furnishes plenty of talking points, made from the current position, which is always with us.

The General Electric Company will support this labor-saving idea this fall by popular advertising, and by offering merchandising service to the retail efforts of its product. Note the advertising material and suggestions in this issue on housewiring, air-heat, and other seasonable subjects. The Campaign issue, published the middle of November, will tell you how to tie in with the Christmas and of the campaign. This is YOUR opportunity—what will you make of it?

Quick Heat for "Between Seasons"

In the early fall, before the frost is down, portable heaters are in demand. The "Between Seasons" campaign is now under way, and which will continue up to and including the Christmas buying season. For offers of washing machines, vacuum cleaners, and other household labor-savers, electric ranges, fireplaces, and portable heaters and cooking appliances, for buyers of housewiring and electric service, this campaign offers an opening well worth serious consideration. On the labor-saving side into your fall sales campaign. The national situation furnishes plenty of talking points, made from the current position, which is always with us.

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Fall's Good Time to Sell Cleaners

There is no season for vacuum cleaners. Advertising that says "Fall's Good Time to Sell Cleaners" is a good idea. The vacuum cleaner is a household necessity, and its use is increasing. It is a good idea to advertise vacuum cleaners in the fall, when many people are thinking of cleaning their homes for the winter.

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Tungar Rectifier Wins Hearty Approval Everywhere

Some Money for Companies and Service Business

A Good Sales Proposition for Jobbers and Dealers

The Tungar Rectifier is a new and improved type of rectifier, which is used for converting alternating current into direct current. It is a good idea to advertise Tungar Rectifiers in the fall, when many people are thinking of cleaning their homes for the winter.

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Added Convenience in the Home



Handy Fall Societies

THE G. E. "NEWSPAPER," TO HELP RETAILERS



Through This Show Window $\frac{1}{3}$ of CHICAGO Shops

Chicago's most attractive show window—looked into by more than a million persons every day—that's the Chicago Evening AMERICAN.

To show your goods here is to get the attention of one-third of all Chicago. This display changes every day and the alert, buying throng *pays* to see the merchandise.

There's a prominent place for *your* goods in this Evening AMERICAN window.

The CHICAGO EVENING AMERICAN

New York Office
Circle Bldg.

Chicago Office
Hearst Bldg

San Francisco Office
Call Bldg.

Member Audit Bureau of Circulations

357,225

The New York Times

The average net paid circulation of The New York Times, daily and Sunday, for six months ended September 30, 1917, (reported to Post Office Department October 1, 1917,) was 357,225.

An increase of 70 per cent. in five years

An increase of 149 per cent. in ten years

A circulation which represents the largest group of intelligent, discriminating and responsive readers ever assembled by a newspaper.

The New York Times is read in more than 5,000 cities and towns in the United States.

RECORD OF GROWTH, 1898-1917

Average net paid circulation for the six months preceding October 1st in each year of twenty years.

1898.....	25,726	1908.....	172,880
1899.....	76,260	1909.....	184,317
1900.....	82,106	1910.....	191,981
1901.....	102,472	1911.....	197,375
1902.....	105,416	*1912.....	209,751
1903.....	106,386	*1913.....	230,360
1904.....	118,786	*1914.....	259,673
1905.....	120,710	*1915.....	318,274
1906.....	131,140	*1916.....	340,904
1907.....	143,460	*1917.....	357,225

* Post Office Department Report.

The New York Times leads all New York newspapers in volume as well as in character of general advertising.

been made up by the manufacturer's advertising department. The retailer thus secures the free services of a well-organized advertising staff while the advertising department is able to keep in close touch with the retail situation in different parts of the country.

The first of every year, a catalogue of electrotypes is issued. This contains miniature reproductions of all available cuts divided into sections by subjects. This gives the advertising dealer a handy reference volume for ordering whatever he needs for local newspaper advertising. Electrotypes shown in subsequent issues of the "Advertiser" during the year are new material supplementary to that shown in the catalogue.

"The Electrical Advertiser" is not mailed to all resale customers of the company, as experience has shown that there is considerable waste in such a practice. A customer may get on the mailing list by application or at the request of the local or district office in whose territory he is located. Before putting a name on the list, however, a card is sent for the dealer to fill out. By means of this card the desire of the customer for our advertising service is assured and a good record of his requirements maintained. For every name on the mailing list one of these cards is on file.

GOING AFTER "LOST BUSINESS"

Although the number of active users of advertising service increases each year, there may be customers who drop out although still selling G-E goods. In order to bring these back into the ranks of active advertisers personal solicitation is resorted to. In the past, this work was left to our salesmen but the results were not as good as were secured this year by the following letter:

DEAR SIR:

Last year we had the pleasure of sending you free newspaper electrotypes on the subject of(filled in).

According to our records you are still selling G-E goods and are receiving our monthly publication, the "Electrical Advertiser." You have not, however, availed yourself of our service this year.

If this is through any fault of ours we would appreciate your writing us frankly, in order that we may adjust the difficulty. If not, kindly advise us if you desire to remain on our list.

We have made up some particularly attractive cuts this year on the subject mentioned above and feel sure that you can use some of these to advantage. Won't you make out a list of your requirements on the back of this letter, or let us know why you do not care to avail yourself of our services further? If you wish an extra copy of our issue featuring the material of special interest to you, we shall be glad to supply you.

Awaiting with interest your early reply, we are,

Cordially yours,

P. S.—For your convenience the reverse side of this sheet has been prepared for your reply.

These letters were pen-signed, filled in and mailed under two-cent postage to all active customers of the previous year who had not ordered material during 1917 but were still on the mailing list. The results were excellent, replies being received from the majority, a large percentage ordering new advertising material. Such names as were not heard from were turned over to our district offices to ascertain whether or not it would pay to keep them on the list.

Although efficient distribution of dealer helps does much, as stated above, to solve the problem of securing efficient use, a great deal of educational work is needed.

While manufacturers and large retail establishments are able and consistent advertisers, the rank and file of small stores, particularly in electrical lines, are not thoroughly converted to the publicity idea.

General Electric Company salesmen keep in close touch with the work of the advertising department and do all they have time to, towards furthering the use of local advertising on the part of their customers.

"The Electrical Advertiser" prints helpful articles each month on seasonable articles to sell and how to sell them. It tells the dealers how to plan their newspaper campaign, how to take advantage of the manufacturer's national advertising, how to dress windows and distribute booklets

and the like, and even how to train clerks to make more sales.

The object of this publication is not only to distribute dealer-helps but to make each dealer a better merchandiser. It is obvious that any manufacturer's business is dependent upon the success of the retailers of his goods. Unless the retailer can sell the manufacturer's goods at a profit and in increasing quantities, the industry cannot grow.

In training the dealer to use publicity work, the articles in the "Electrical Advertiser" are building future business. By getting down to first principles, dealers are shown why advertising is a necessary part of their sales plans. They are then given general principles, illustrated by specific instances, to help them choose the form and extent of advertising best suited to their individual requirements. Lastly, they are told how to do the kind of advertising they have selected, how to make this work tie in with the manufacturer's publicity and how to support it with their store service.

All this work is an essential part of distributing dealer helps—for a *real* dealers' service must actually build business for the retailer or it is worse than useless both to him and to the manufacturer. That the service offered by the General Electric Company is accomplishing this is proved by figures that have been voluntarily furnished by individual users and by the steadily increasing use and appreciation of the service.

TRACING RESULTS

Securing definite data as to the actual use of advertising material by those ordering it is rather difficult. By means of newspaper clippings it is possible to keep track of some localities and many dealers voluntarily send clippings of their ads. As far as can be ascertained a conservative estimate gives better than an average of two appearances of every newspaper cut sent out—this means that the results secured in local advertising of G-E products more than justify the expense. This is

particularly true in view of the fact that a very good percentage of the G-E dealer mailing list are active users of the service.

Reflection of Prosperity in the Shoe Business

The shoe-manufacturing business is to have a period of larger sales than at any time since the war started, according to a large Brockton manufacturer who is quoted in the *Boston News Bureau*.

"Practically the only factories that are extremely busy are those making Government shoes," he says. "This fact is absolutely true, with very few exceptions. Domestic business the past season has been very light compared with previous runs; in fact, we feel we are conservative in saying that very few concerns received over 60 per cent to 65 per cent of their normal business."

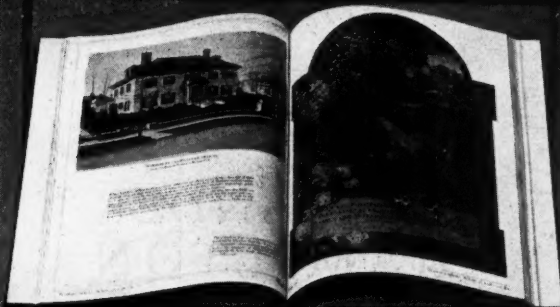
"In summing up the whole shoe situation at the present time, from our point of view, it would seem that since war was declared by our country, all retailers started at once to curtail buying. But we feel that things have adjusted themselves and that with the volume of money being spent by the country today, business will boom and there will be a good demand for shoes from all sections of the country, and this along with the tremendous amount of army business which our Government has placed and will continue to place, should keep the shoe factories running to their fullest capacity."

"We can see a great change for the better in domestic business the last few weeks, duplicate orders coming in in greater volume than for months. Practically all the salesmen for the different shoe concerns are in their respective territories at the present time. So far as we are concerned we are receiving very gratifying reports from salesmen in all sections of the country, and we see no reason, under existing conditions, why the shoe industry will not have a very successful business from now on."

"England went through practically the same experience that we have been going through since war was declared. During the early part of the war, business in England was very dull for some time, but as soon as every one realized that it was absolutely essential that business be conducted along progressive and prosperous lines during war times, it began to boom and has been booming ever since."

New Orleans Company Advertises Electric Devices

The Interstate Electric Company, New Orleans, manufacturer of "Steer-warm" and Ieco Manifo Plugs, will use page newspaper space in Kansas City and Chicago to advertise its products. Space will also be used in a general-circulation weekly.



Warren's
STANDARD

Printing Papers

A book on the use of printing papers

The 1917 Warren Suggestion Book was designed to be of practical assistance to those who use commercial printing. Therefore, it is more than a mere collection of beautiful illustrations.

Whatever your product is, you will find a group of similar subjects printed on the papers best adapted to their perfect representation.

The illustrations were selected with the greatest care and the printing done in black and white and in two, three, and four colors.

The peculiar advantages of each grade of Warren's Standard Printing Papers are clearly explained so that any man can easily select just the right paper for the work he has in hand.

Write to-day for your copy of the 1917 Warren Suggestion Book for the edition is almost exhausted. In writing please use your business letterhead.

S. D. WARREN & COMPANY

200 Devonshire Street

Boston, Mass.

Manufacturers of Warren's Standard Printing Papers

IT IS OUR PRIVILEGE TO ANNOUNCE THAT THE 1918 ADVERTISING CAMPAIGN OF THE

ALEXANDER HAMILTON INSTITUTE

WILL BE CONDUCTED BY THIS
ORGANIZATION

**COLLIN ARMSTRONG
INCORPORATED**

GENERAL ADVERTISING AGENTS
FOURTEEN SIXTY THREE BROAD-
WAY AT FORTY-SECOND STREET
NEW YORK

LONDON

TORONTO

PARIS



WHEN WE SAY THAT WE CONSIDER IT A PRIVILEGE TO BE ASSOCIATED WITH THE ALEXANDER HAMILTON INSTITUTE, WE MEAN JUST THAT. IT IS GENUINELY A PRIVILEGE FOR ANY ADVERTISING ORGANIZATION TO HAVE CONTACT AT FIRST HAND WITH THE PERSONNEL, THE POLICIES AND THE PRACTICES OF AN INSTITUTION WHICH, THROUGH ITS COURSE AND SERVICE, IS EXTENDING SO ADMIRABLE AN EXECUTIVE TRAINING TO SO MANY THOUSANDS OF OUR MOST SUCCESSFUL AMERICAN BUSINESS MEN

FAMILIAR AS WE ARE WITH THE FACTS, TO YOU PRINTERS' INK READERS WE TAKE THIS OCCASION MOST EMPHATICALLY TO STATE THAT THERE IS NOT A SINGLE INDIVIDUAL ENGAGED SERIOUSLY IN THE BUSINESS OF ADVERTISING, WHATEVER HIS CONDITION OR CAPACITY, BUT WHO CAN BETTER HIMSELF MENTALLY AND MATERIALLY THROUGH THE ALEXANDER HAMILTON INSTITUTE COURSE.



192,250

Copies a day

While maintaining its high standard of discriminating excellence The Evening Sun for the past four years has shown an extraordinary growth in circulation.

Government report for the six months period ending

October 1st, 1917, Daily Average	192,250
October 1st, 1916, " "	171,247
October 1st, 1915, " "	155,009
October 1st, 1914, " "	122,763
October 1st, 1913, " "	105,525

It is just plain horse sense to advertise in New York's most powerful evening paper.

The Evening Sun

Member Audit Bureau of Circulations.

Stock Breeding Associations Work Out Co-Operative Market Plan

The Association's Copy Now Acts as the Auction Block to Which the Breeder Brings His Offerings

FOR years several associations formed for the improvement of various breeds of live stock have been advertising in the farm papers. This advertising has had several aims toward the main purpose of breed improvement. It sought to arouse more general interest in the special breed, among those not familiar with the breed, as well as to stimulate greater interest among those who already carried stock, toward the betterment of the line by the encouragement of registry of cattle, etc. The associations are not profitmaking, but expenses are paid by dues, registry fees, and assessments for similar services. Extensive advertising campaigns have been conducted in several instances. The American Jersey Cattle Club alone has been investing for the past few years around \$17,000 annually in advertising.

Recently members of this latter association began to figure that, while the club as an organization has been benefited through advertising along the lines for which it was formed, individual members

should be given a chance to cash in on the interest aroused by the club's advertising. Hitherto the average cattle breeder with stock for sale either did not know how to advertise, or when he did advertise, his copy tended to parallel that run by the club, thus doubling on the work for which he was already paying a part. It was felt that a plan was needed



Breed Berkshires—They Pay

Economies go corn. You can produce market topers chiefly on inexpensive feeds. Write to these breeders for prices, etc. Send at once for free book, "Berkshire Hogs." Address
American Berkshire Association 524 E. Monroe St., Springfield, Ill.

Wawonaissa Berkshires

We offer a few choice Service

BOARS Open Gilts

Gilts from 6 to 10 weeks old

Superior quality at reasonable prices
Wawonaissa Farm, Boonton, N. J.

Berkshires of SIZE and QUALITY

The boar, Majestic Monarch, 229500, weight 407 lbs. at 7 months of age, was bred and grown by us. When you want the best and want them big, write to

C. H. CARTER, WHITCURN FARM, WEST CHESTER, PA.

Berkshires

Young pigs our specialty. Spring pigs all sold. Customers well pleased. We are now looking orders for September farrowed pigs, sired by the two great breeding boars, The Champion's Duke 17100 and Lehigh Masterpiece 27166. Registered and delivered free of charge. For good stock write us. B. GRINDA W. North East, Pa.

Superbus' Lad

305540—By Superbus out of a daughter of Masterpiece, and a brother to Grand Leader, Champion Boar of the breed. We offer a few yearling daughters of splendid size and conformation at \$100 each.

CRYSTAL SPRING STOCK FARM, G. SMITH & SONS, Prop., REELVILLE, PA.

Successor Quality Berkshires

JUST A FEW high class 1917 spring born and gilt to offer at present. Order at once as the demand for these sons and daughters of the Grand Champion boar is great. Write for full details.

BROOKLANDS FARMS, Walsley, N. H. Berkshire Department

BRANFORD FARMS

BERKSHIRES

30 Young Sows bred to Extra Good Boars for Fall farrow. Average weight around 300 lbs. Prices range from \$60 to \$100.

75 Spring Pigs, both sex, sired by Branford Rival Lee, Branford Schoolmaster, etc. Prices \$60 and up.

Two Tried Service Boars.

SATISFACTION GUARANTEED ON ARRIVAL

BRANFORD FARMS
Groton, Connecticut

FLINTSTONE FARM

DALTON, MASS.

offers a few fall boars and some spring sow pigs, well grown, thrifty individuals, farrowed in litters of 6 to 14.

Large Berkshires at Highwood:

Letter from R. Y. Barkley, Walkerton, Va.: "I acknowledge receipt of the two magnificent sows. When will you ship the boar pig?" We have some very choice young sows sale with pig for sale at reasonable prices.
H. C. & H. B. Harpending, Box 13, Dundee, N. Y.

March and April BOAR PIGS

weighing from 100 lbs. to 160 lbs. \$1 for service in November. J. E. WATSON, Marlfield, Conn.

BERKSHIRES FOR BREEDERS 4 weeks old, pure bred, weighing from 80 pounds, either sex. Small space.
CLOVELAND FARM - Charlotte, N. Y.

INDIVIDUAL ADVERTISERS GET THE BENEFIT OF THE ASSOCIATION'S ADVERTISING

whereby the association's advertising and the individual stockman's copy should be made to dovetail, to the mutual strength of both, instead of traveling the same road together.

Recently the following plan has been put into effect, subsequently adopted by other stock organizations, and advertising along these lines is appearing in a list of more than a hundred agricultural and stock papers. The club supplies the paper with a two-inch over two column advertisement, talking the main selling points and merits of the breed generally, on condition that the paper will secure from breeders enough advertising to fill a certain amount of space. All this copy is confined by a single border or rule.

Thus this plan virtually creates within the paper a market or auction block, the club's copy acting the auctioneer, and the individual breeder offering his stock and values. The small advertisements, instead of being scattered for him to find who cares to search, rest under the wings of the parent ad.

These advertisements have a double purpose, in that they appeal to two great classes. First, the man who is not very familiar with the big features of the breed and who is asked to send for the association's literature. Then, the man who knows the good points of the breed pretty well, but who is looking for stock, and is therefore especially interested in the individual advertisements.

Under this plan the association gets greater publicity for the same outlay, while the concentration of the advertising of one breed in one section, it is figured, carries much more force for the individual advertiser. The prospective buyer can see at a glance just what is offered in the breed in which he is interested, and can pick out the offerings nearest to him, and inspect the stock before buying at minimum expense.

As for the breeder, the main selling points of the stock being set forth in the association's copy, and probably presented more con-

vincingly than he could do in his individual advertisements, he avoids the necessity of talking the breed, and can confine himself to prominent display of specific offerings. As the association has generally had considerable advertising experience, it is able to bring to bear points in its copy of excellent selling value that might hardly occur to the breeder, untutored as a salesman in print. Thus we find in the association advertisement for Berkshire hogs a timely advocacy of economy in the use of corn, because of its high price. Similarly, in the alfalfa belt, we find the Hampshire hog featured as "the alfalfa hog."

As the advertising pages of a publication are virtually a market place, this method of uniting the auctioneer with his clients' stock seems a natural and logical evolution in stock selling.

Reports Favorably on Joint Insurance Advertising

The committee appointed by the life insurance companies of Canada to inquire into the feasibility and advisability of a co-operative advertising campaign along educational lines has recommended that the idea be adopted and that \$50,000 be appropriated for the initial campaign. This recommendation must be ratified by the Life Insurance Companies' Association before any action can be taken.

There are so many difficulties in the way that it is hardly likely that this co-operative scheme will eventuate. The biggest obstacle is the refusal of the United States companies operating in Canada to participate. It is thought that the greater benefit accruing from such educational advertising will be reaped by those companies which do an "industrial business" and as only one Canadian company is doing this class of insuring, it is considered that such a campaign would be playing right into the hands of the United States companies. Another difficulty is the opposing appeals of the various policies issued by the different companies. Nothing further will be done until the next meeting of the association.

Sears, Roebuck & Co. Get Belgian Shoe Contract

The Belgian Government has awarded a contract for 140,000 pairs of army rest shoes to Sears, Roebuck & Company. This is said to be the first army contract awarded to the big mail-order house.

ASIA

JOURNAL OF THE
AMERICAN ASIATIC ASSOCIATION

Circulation that works for you twenty-four hours a day is either circulation that never sleeps—or an international circulation that never goes to bed.



The Yokohama subscriber to Asia, putting his copy down on the table, is off to bed—just as the New Yorker, over his second cup of coffee, turns the pages of the copy which the postman just brought.



That is the time value of it. It is ten o'clock at night in Yokohama when the clock strikes eight in the morning—in New York.



Asia's circulation covers a distance of 7300 miles and a fourteen-

hour time difference. It goes around the clock and half way around the world.



International circulation cannot be mass circulation.



In the United States, this new illustrated magazine, with its intimate study of the Far East, is carefully read by the executives of international business, by leaders in culture and diplomacy, by students of economics and art collectors, by people of wealth and international vision.



And, in the East, its circulation is composed of the same elements—on the other side of the globe.

Write to us today for our rate card showing the present low cost of space in a publication which never stops working for you.

American Asiatic Association
280 Madison Avenue New York

Isn't Temperament Just Camouflage for Bunk?

A Copy Writer's Confession

By Percy Waxman

AS a copy writer of some twelve years sitting, I rise to make a few remarks on the question propounded by J. P. W. in a recent issue—"Is Temperament Mostly 'Temper'-ament, and If So, Why." Gosh! how that pesky word temperament does persist, to be sure. I thought it had gone out of fashion with problem plays, long hair and nightshirts. I was under the impression that the constant use and abuse of the words "psychology" and "efficiency" had put temperament out of business.

Now, I don't think temperament is mostly "temper," and I don't think it is mostly artistic sensibility or delicacy of the tactile tendencies or gossamery things like that. I think temperament is mostly bunk—a sort of camouflage for over-touchiness, self-conceit, laziness and sometimes mental measles; excusable in young copy writers but unforgivable in those who have lasted five years in the business. In explanation of these dreadful, non-artistic definitions, I beg to state that I consider myself particularly well-qualified to say what I like on the subject of temperament, because, God forgive me, I once used to be a temperamentalist myself. Yes, dear friends, let it be confessed right here that I once used to give way to the cursed demon, temperament.

At first when I began "indulging," I used to take but a small gulp daily, but very soon the habit grew until, friends, it had me down and I became well-nigh unmanageable. When I first became a copy writer I considered a temperament a more vital part of my equipment than either common-sense or Roger's Thesaurus. In the halcyon days of my novitiate, I used to divide the world into two classes—those superior beings

who understood that temperament was inseparable from creative work and mere business men who didn't. Curious as it appeared to me at that time, it always seemed to be my unhappy fate to have my "copy" passed on by one of those awful persons who possessed but little sympathy with or appreciation of a temperamental creative worker. How such pachydermatous individuals ever rose to positions of trust and responsibility was beyond me.

For years I struggled vainly to let these people realize that a great gulf yawned between cultured copy writers and business drudges who were subject to such low, untemperamental things as punctuality, regular hours and fixity of effort.

HOW "TEMPERAMENT" WAS EXTRACTED FROM ONE MAN'S MAKEUP

Frequently would I do my best to get it into the thick skulls of my immediate superiors (superiors? huh!) that my work could not be gauged by the mere passing of the hours. Oh! how I labored to convince those un-literary persons that the glory of creating must not be hampered by any attempt to bind me by such rules and regulations as might be considered necessary for routine employees. I had very hard work making them understand that I had to wait until inspiration attended me before the fruits of my genius might appear. I was just full of temperament in those days. I fairly oozed it. Now, as I look back on those dark, unhappy years when no one seemed to understand me, I shudder. I shudder because I wonder what in thunder would have become of me if I had gone on believing that temperament was one of the *sine qua nons* of a copy writer's possessions.

United States Government Circulation Reports

FOR ALL ST. LOUIS DAILY NEWSPAPERS

The figures presented in this advertisement are taken from the Sworn Statements published in each newspaper as required by the Federal Law of August 24, 1912:

The St. Louis Star	Government Statement for Six Months, Ending October 1, 1917,	107,612
	Government Statement for Six Months, Ending October 1, 1916,	70,264
	GAIN	37,348

The Post-Dispatch	Government Statement for Six Months, Ending October 1, 1917,	160,272
	Government Statement for Six Months, Ending October 1, 1916,	170,251
	LOSS	9,979

The St. Louis Times	Government Statement for Six Months, Ending October 1, 1917,	102,351
	Government Statement for Six Months, Ending October 1, 1916,	104,692
	LOSS	2,341

The Globe-Democrat	Government Statement for Six Months, Ending October 1, 1917,	138,252
	Government Statement for Six Months, Ending October 1, 1916,	155,559
	LOSS	17,307

The Republic . . .	Government Statement for Six Months, Ending October 1, 1917,	95,529
	Government Statement for Six Months, Ending October 1, 1916,	107,169
	LOSS	11,640

The figures for the Globe-Democrat and the Republic include their Sunday issues, and are therefore seven-day averages instead of daily averages. The Globe-Democrat's daily average would be considerably less than the figures shown if the higher Sunday circulation were eliminated. The Republic's figures would remain practically the same. The Post-Dispatch Government statement covers only seven-day average and Sunday circulation; the six-day figures shown above were computed from these published figures.

The St. Louis Star's Gain
for the Period 37,348

Combined Losses of ALL
Other Papers 41,267

THE ST. LOUIS STAR

Member Audit Bureau of Circulations.

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY



Trade Mark Reg'd

Chicago... People's Gas Bldg.
Philadelphia ... Colonial Bldg.
New York.... Fifth Ave. Bldg.

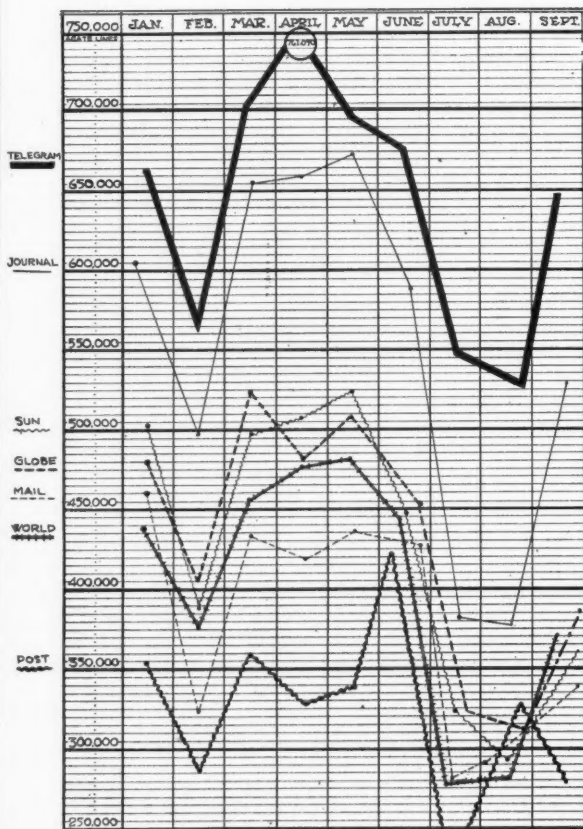


Trade Mark Reg'd

GRAPHIC ADVERTISING CHART

Total Advertising, Jan. 1 to Sept. 30, 1917

New York Evening Newspapers



NOTE—Monthly comparisons may be readily made by following the code lines as shown on left hand border under names of newspapers—comparison is by total agate lines as furnished by the statistical bureau of the New York Evening Post.

The N. Y. Evening Telegram

Prints most—leads by 734,169 agate lines.
Gained most—more than all others combined.

Publishers' Representatives,

Cone, Lorenzen & Woodman

NEW YORK, CHICAGO, KANSAS CITY, DETROIT, ATLANTA.

Thanks to a good fairy in the bulky person of the Head of the Copy Department where I began my chequered career, I came gradually to realize that what I thought an unusual, desirable and a superior glory was nothing but a disastrous obstacle standing between me and possible success.

One day, after a particularly distressing scene, due to my having told one of our clients that he didn't know what he was talking about, my chief called me into his sanctum and asked me to close the door.

"Sit down, my boy," said he quietly, but firmly, as the story-books put it, "I want to have a chat with you. You just told Mr. Walters, of the Perfumed Fertilizer Company, that he didn't know what he was talking about. Now you *may* not have said that to him merely because he declined to accept your copy, but I venture to say that if he had liked your copy you wouldn't have said anything like that to him. It may be perfectly true that Mr. Walters does not know anything about advertising, but flying into a rage and telling him so is hardly the best means of enlightening him.

UNPLEASANT, BUT ADVICE WAS GOOD

"And while we're on the subject, let me tell you a few things I've noticed about you. You hate to have a 't' crossed or an 'i' dotted whenever you submit copy to anyone. You're much too temperamental, and when I say temperamental I'm not using the word in the sense you'd probably use it. I'll explain a little later on what I mean by it. Now you're a good copy writer, and it is quite fitting and proper that you should take a pride in the creative side of your work, but it seems to me you attach too much importance to the literary aspect of it and that somehow you have come to believe that that gives you some peculiar license to behave in a manner mistakenly supposed to be that of writers, poets, musicians and artists, generally. Because you are a copy writer you, somehow or other,

have acquired the curious belief that you are not subject to the same mundane restrictions that hedge about mere business men. Your creative work can be just as regular as that of the book-keeping or the checking department. You have often told me that ideas for copy can't be made to come at 8:30 or 9:30 in the morning or at any fixed time, and that therefore your hours in the office should not be regulated in the same manners as the others not doing creative work. You have said that ideas may come to you at 11 or 12 at night, long after business hours. Well, as to that, let me tell you that although I recognize that good ideas can't be forced to appear at certain hours, I'll be willing to take my chances on those that come if you're here at 9 in the morning, *trying to force them*. You needn't think of copy after hours unless those inspirations *will* persist in coming in spite of you.

"My boy, even the purely literary men who have to live by the writings they sell, don't work on the spasmodic temperamental plan you seem to believe in. No, sir, the writers who get anywhere work at regular hours on a regular plan. *They don't wait for inspiration. They go after it.*

"Maeterlinck, I guess, is entitled to as much of what you call temperament as any copy writer living, and his programme is to be at his desk every morning to work. If ideas come he writes. If they don't he sits and thinks. He makes it a rule to try not to give up because ideas seem absent.

"The old style of working only when you feel like it is bunk. And that's what temperament means. You claim you shouldn't be stuck at a desk like a clerk for so many hours a day. You claim that your hours *can't* be regular. But your salary is, my boy. Your salary goes on each hour whether your work does or not. I know that you may get one idea during one hour that is worth your whole week's salary. Then why not work on a piece-work basis in-

stead of on a straight salary? I've never seen a temperamentalist yet who'd agree to that. Now think things over and don't imagine your work isn't appreciated. Don't get touchy so easily. Cultivate your humor. See a joke on yourself. Be genial. Look upon this office as a team of which we're all members. Don't feel superior by reason of your work being literature's step-sister. Don't shrink from the mere business side of your profession. In short, develop your genuine self and cut out the temperament or it'll get you if you don't watch out."

When I came to, I was being led to the elevator and told to take the rest of the day off and think things over. I did. I've been thinking about them ever since. To-day I couldn't be temperamental if I tried. At this moment I have a volume of verse on the press; I'm drawing royalties on a musical comedy I helped to write and a novel will shortly be completed. Yet in spite of these artistic, creative ventures I indulge in temperament, camouflage for bunk, much less than I did the day I wrote my first piece of copy.

A. N. A. Announces Annual Meeting

The annual meeting of the Association of National Advertisers will be held at the Hotel Biltmore, New York, December 5, 6 and 7. The annual dinner will take place on the evening of December 5 and will be a getting-together of national advertisers, advertising agents, publishers and sellers of material and service generally.

Southern Agency Gets Two New Accounts

The New Orleans Coffee Company, New Orleans, has placed the Chambers Advertising Agency, of that city, in charge of its advertising.

The Chambers agency has also secured the account of the Dunbar Molasses and Sugar Company, New Orleans.

In announcing the organization of the John Hancock Institute in *PRINTERS' INK* the inference was made that Paul Latzke had given up his advertising business to devote his entire time to the new enterprise. Mr. Latzke will continue to serve his present clients as in the past, his connection with Mr. Kahn's venture being purely advisory.

"Humanizing of Business" a Big Topic

INTERNATIONAL HARVESTER COMPANY
OF NEW JERSEY, INC.

CHICAGO, Sept. 19, 1917.

Editor of *PRINTERS' INK*:

There are thousands of things of vital interest to the people of this country, many of which I have read with great interest in *PRINTERS' INK*. Your magazine is up to the minute in the important business problems of the country.

The "Humanizing of Business" is a matter which has always interested me. The demands of business to-day call for high standards of efficiency—good health, courtesy, alertness, rapidity, accuracy.

Supervision is the chief tax on the business world to-day. The remedy? Education—training for the duties of life. The right kind of education will reduce supervision to a minimum; save time and money; and, more than all other things, save human energy, the most precious thing in the world except humanity itself.

The past century has been characterized with marvelous achievements of men—with the emphasis on achievement. The present century will be characterized also by achievement; but the emphasis will be on humanity.

Business everywhere is rapidly becoming humanized. The highest commercial development is obtained only through highly humanized business. In the past century the world has thought in terms of steel and iron, brick and mortar. The achievements of the present century will be measured in terms of the hearts and hands, brains and muscles of men.

Agricultural Ext. Dept.,

P. G. HOLDEN, Director.

By C. M. CARROLL.

Huge Sales of British-American Tobacco Co.

The British-American Tobacco Co. is manufacturing and selling 150,000,000 cigarettes a day, according to the *Boston News Bureau*. This is at the rate of 54,750,000,000 annually, because, to take care of its immense orders, the company is working on a schedule of 365 days a year. It is selling 400,000,000 cigarettes a month to France.

The present production record of the British-American company means a cigarette business far ahead of the combined business of all American companies. It is expected that American concerns will manufacture and sell in this country more than 36,000,000,000 cigarettes this year, as compared with 25,250,000,000 in 1916.

The strong financial position of the British-American Tobacco Co. is shown by its impressive dividend record. Despite the drain of heavily increased war taxes—this is an English concern—its dividends for 1917 to date amount to 29 per cent, as compared with 32½ per cent for the same period in 1916.

Johnston Overseas Advertising Service

Part of the largest export advertising organization in the country, which includes a clientele of over 800 American manufacturers and the 40-year-old foreign trade journal "AMERICAN EXPORTER."

THE equipment of the Johnston Overseas Advertising Service makes possible the most effective planning and handling of publicity for American manufacturers and exporters in newspapers, magazines, trade papers and other media in all foreign markets.

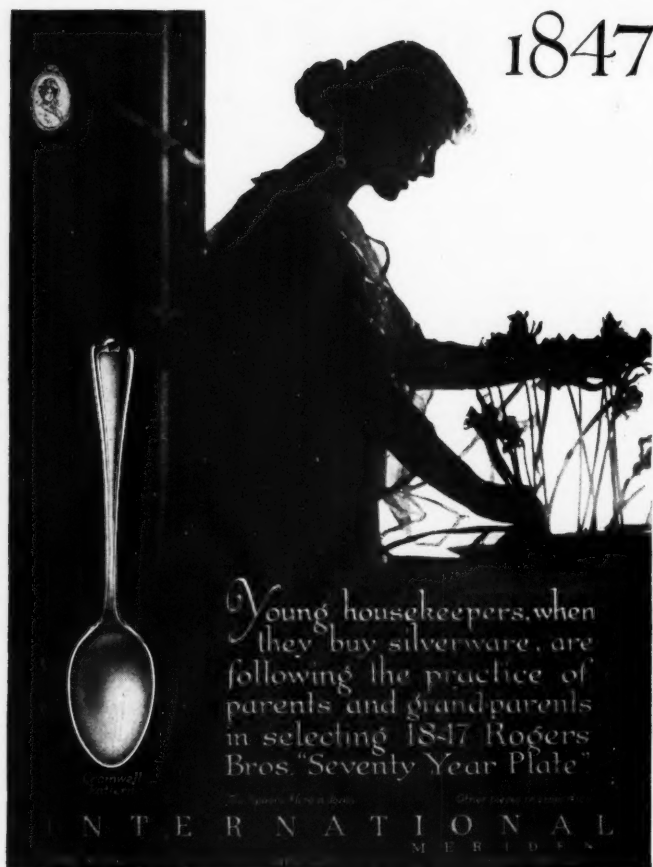
What we would accomplish FOR YOU:

1. **Study your markets abroad**, your trade possibilities, and advise regarding the local peculiarities to be considered.
2. **Recommend the best foreign advertising media** and give reasons why they are best suited to help market the product in question.
3. **Place this business** at advantageous rates.
4. **Prepare copy**, designs and lay-outs, make cuts.
5. **Produce catalogues** and supply follow-up literature when desired.
6. **Give advice**, and when desired, prepare local news items or free publicity articles.
7. Suggest the best forms of **window display** and outdoor advertising.
8. **Become your adviser** on all of your export publicity.
9. Treat your foreign advertising problems from the **Practical viewpoint of merchandising**.

Johnston Overseas Advertising Service

17 Battery Place, New York

1847



Young housekeepers, when they buy silverware, are following the practice of parents and grandparents in selecting 1847 Rogers Bros. "Seventy Year Plate"

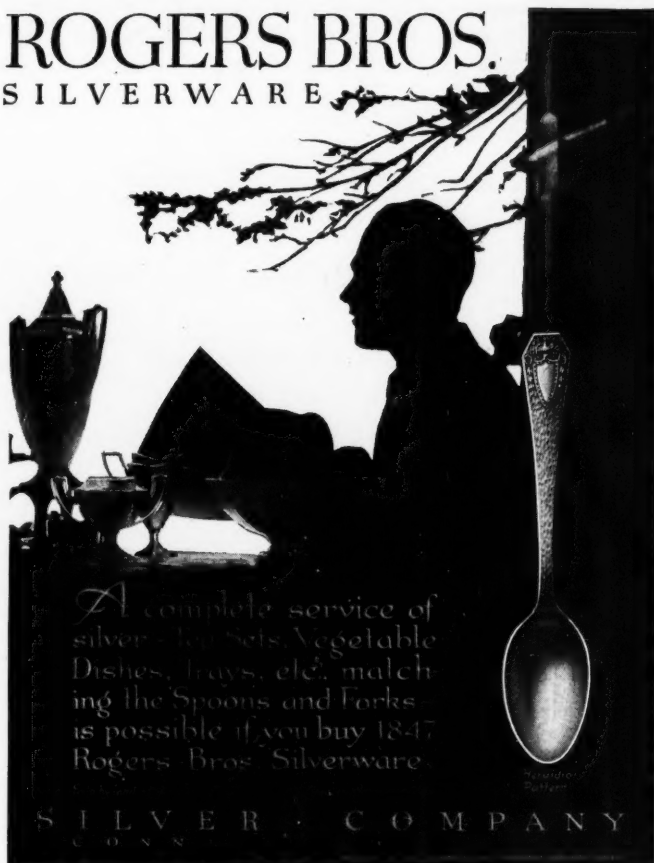
INTERNATIONAL
MERIDEN

THE above is a reproduction of an advertisement appearing in the October 20th issue of The Saturday Evening Post. It is an interesting use of the "two pages facing" form of display.

INTERNATIONAL
MERIDEN,
NEW YORK CHICAGO SAN FRANCISCO

ROGERS BROS.

SILVERWARE



THIS style of illustration is being used in a series of advertisements on this well-known brand of silverplate. Readers of Printers' Ink will find a goodly display of patterns and prices at leading dealers.

SILVER COMPANY

CONN.

Canadian Branch, MERIDEN BRITANNIA CO. Ltd., Hamilton, Ontario

We announce the appointment of
Archer A. King, Incorporated
as Western Representatives of
New Century Teacher's Monthly
and

"COOK'S WEEKLY TRIO"

comprising

The Boys' World
The Girls' Companion
Young People's Weekly

with offices at People's Gas Bldg., Chicago

DAVID C. COOK PUBLISHING CO.

ELGIN, ILLINOIS

Manufacturers Puzzled Over Many Provisions of the New War Revenue Bill

How the Law Will be Interpreted and Administered

Special Washington Correspondence.

THE enactment of the new War Revenue Act has tossed a bunch of conundrums into practically every business office in the country. By reason of the wide applicability of the law, nearly every business man will be affected in some way. What he wants to find out is just how will he be affected. What is the exact import of the law as it relates to his business or to his income? These are questions that individuals, firms and corporations have been puzzling over since the passage of the bill.

In the main, the scope and the intent of the law is clearly defined. Nevertheless many of its provisions appear to be delphic to the lay mind. It is likely that many complications will arise and that it will be necessary for the Internal Revenue officials to make many decisions before the duty of every one, as it relates to the law, will be clear.

In the meantime, there is nothing for business men to do but to comply with the provisions of the law as they understand them. They must not wait for the taxation machinery to reach out and grab them. It is the obligation under this act for every person, firm and corporation having a taxable income or taxable property to make returns voluntarily to the Internal Revenue Collectors and then this Bureau of the Treasury Department in the due course of administration will verify these returns.

Just as soon as the Revenue Bill was passed, puzzled manufacturers from all over the United States began to bombard Washington for an explanation of the meaning of certain of its sections. For instance, the makers of such widely advertised goods as cam-

eras, talking machines, automobiles, sporting goods, soft drinks, playing cards, etc., wanted to know whether the taxes that are levied against these articles are to be based on wholesale or retail "selling prices" and whether goods already sold and paid for but not delivered are subject to the tax. The law puts a special tax on "all piano players." No sooner was this announced than the piano trade tried to find out whether the assessment was only on the old style players that were placed outside of the piano or whether it also applied to the new player pianos. These few instances are cited to show the general confusion that seems to prevail.

Some manufacturers impromptu their representatives in Washington to take the matter up with this or that congressman and get an expression from him as to what the law implied. This is wasted effort. The administration of the law—signed by the President last week—is now in the hands of the Internal Revenue Division of the Treasury Department and it is in this quarter that we must look for official interpretations of the words or clauses in the new taxation programme that seem to have doubtful meaning.

BLANKET RULINGS FOR ALL CASES

The Internal Revenue Division has not been caught unaware. It has its own legal annex, the chief responsibility of which in time of peace as well as in time of war is the interpretation of the revenue laws and regulations. Hereafter, however, instead of the ordinary daily grist of decisions made up largely of rulings covering in each instance a single isolated case, we will find this informal tribunal handing out what might be termed

blanket rulings. These rulings may take the form of a test case or may be just an announcement to all the members of a trade. In some instances a ruling may be addressed only to the manufacturer who first made inquiry. In any event the decision will be made public as soon as formulated and it is expected that all the trade will promptly get the news.

Under ordinary routine all decisions or rulings relative to Federal taxation, etc., are published weekly in a periodical known as "Treasury Decisions," which goes to press at the Government Printing Office Tuesday of each week. On Thursday it is mailed to subscribers who have remitted for it to the United States Superintendent of Documents at the rate of \$1.75 a year. When, however, the Emergency Revenue Act or war revenue legislation of a few years since came along, this weekly publication was found too slow a method of giving publicity to the comprehensive decisions in which large sections of the business community are interested. Accordingly the Commissioner of Internal Revenue adopted the additional plan of giving out daily mimeograph copies of important decisions as soon as ready. Summaries of these decisions were carried by the press associations serving the daily newspapers. PRINTERS' INK is informed that this same plan will be followed under the new Act, although it is advisable that every manufacturer secure copies of the Treasury Decisions carrying in revised form the interpretations in which he is specially interested.

In the interpretation of many of the new taxation schedules that appear puzzling to the layman the Treasury Department will be enabled to give quick action because the legal lights in the Bureau of Internal Revenue followed the bill closely through all the various stages of its construction and enactment. In fact in framing this legislation Congress had the benefit of the advice of the treasury experts. Having proposed most of the taxes ultimately

incorporated and having talked over matters with the Congressional committeemen, the treasury officials are, naturally, in a position to say almost offhand what the national legislators had in mind in framing the bill. To be sure, the revenue legislation was amended in conference just prior to final enactment. It is admitted that as a result there are embodied some points that must be made the subject of legal interpretation.

The many provisions of the law are too well known to need summary here. The treasury officials, however, wish to call the special attention of the business public to the fact that in addition to "original" and "additional" taxes, so called, that will apply to articles or commodities manufactured, imported or produced on and after October 4, 1917, the new law provides for a "Floor Tax" on certain articles. This is a tax upon articles or commodities held in stock or in storage by manufacturers, dealers and holders. The floor tax is an additional tax on tax-paid articles or commodities or is an original tax upon articles or commodities that have not heretofore been subject to the Internal Revenue tax. Opportunity for confusion on the part of manufacturers and distributors arises from the fact that in some instances, the floor taxes are at different rates from the rates prescribed for the same kind of articles (manufactured or produced on and after October 4, 1917) in what might be denominated the main body of the tax law.

In order to sidestep an avalanche of inquiries directed to Washington the officials of the Bureau of Internal Revenue are suggesting that business men, who are in doubt with respect to any of the features of the new taxation system, communicate with the nearest Internal Revenue officer. Knotty questions will, of course, have to be referred to Washington but Collectors of Internal Revenue and other Revenue officers have been fully instructed as to the general requirements of the new law.



Like most questions of to-day, this is a matter for immediate decision. If you have been on the fence or just putting it off, make up your mind NOW.

Here are the brief facts—

Textile Mills are pushing every machine to capacity. They are busy producing and busy BUYING. Here is a big market, a busy market, and right at your door.

These mill men hold a convention next week at Springfield, Mass. Most every mill man will read the story of that convention in Textile World Journal for October 20th.

Over 600 industrial advertisers, knowing this, will use advertising space in that October 20th Issue.

If YOU are interested in increasing either your *direct sales* or your *prestige* among textile mills get aboard that issue with some strong advertising.

Textile World Journal

Members

*Audit Bureau of Circulations
Associated Business Papers, Inc.*

New York, Boston, Philadelphia, Chicago, Greenville, S. C.

Husking and shelling corn—a good winter job for a farm tractor



Whose Idea Is Power Farming?

So many have asked Power Farming representatives who is back of the magazine that we have finally gained consent to introduce

E. C. Davidson Publisher

Born a farmer—still a large farmer and stockman—closely in touch with heavy farm machine trade for fifteen years—by choice a publisher to help promote the era of mechanical power on the farm,

The idea of power farming is a gradual evolution. The idea of "*Power Farming*," a magazine to cover this fertile field, is Davidson's. He broadened the scope of an established mechanical publication as the field developed and changed the name when modern conditions demanded it.

Some day, in order fully to appreciate the possibilities in advertising to power farmers, you should meet Davidson.

Not The Largest Farm Market
—But The Richest

POWER FARMING
St. Joseph, Michigan

NEW YORK CHICAGO

Barahill & Henning Jas. A. Buchanan
23 E. 26th St. Marquette Bldg.
Mad. Sq. 5064 Randolph 5527

Member A. B. C.

POWER FARMING

In the collection of the tax that will apply to goods in stock on October 4, 1917 it is the purpose of the Internal Revenue Bureau to make through its field force, preliminary inquiries of every person who had on hand any taxable goods. Then within thirty days from the date of the enactment of the law, any one liable to floor tax must file with the Collector of Internal Revenue, a true and correct inventory, under oath, of goods in his possession subject to this tax. Attached to the inventory must also be a synopsis of it and a statement of the amount of tax to be paid on the goods covered. This is known as the tax-payer's return. Upon the basis of this return and an analysis of the information disclosed by the preliminary inquiry there is determined the proper amount of tax to be collected. It is supposed that payment of the tax will be made to the Collector at the time that a return is filed. Payment may be deferred if the firm or individual desires, for instance, to contest an assessment or obtain a ruling on a disputed point. Payment may be held up not exceeding seven months from the passage of the act. The person or corporation liable to a tax that is deferred must file a bond in a sum not less than double the amount of the tax and in no case less than \$1,000.

Only since the Revenue Law has come under the close scrutiny that followed the final compromise on various controversial propositions has it been found that the new scheme of taxation will bear even more heavily than had been anticipated upon advertising interests. The Postmaster General has issued orders calling the attention of postmasters to the fact that private mailing cards must have two cents postage prepaid on them. At the same time he throws a valuable sop to local advertisers by ruling that the drop letter rate of two cents per ounce or fraction thereof is applicable to letters posted for delivery by either the city carriers or the rural carriers

of the office where such letters are deposited. This extension of the drop letter rate to all points on R. F. D. routes radiating from a town or city was a concession vigorously fought for by several of the national associations of merchants who thought they saw in it an opportunity to get the best of the large mail-order houses.

It may come as an unpleasant surprise to advertising men that salary or commission in excess of \$6,000 renders the recipient liable to the "excess profits" tax. Writers and designers of advertising have, of course, realized all along that they are subject, above the \$1,000 and \$2,000 exemptions to the war income tax, but it has come as a shock to many that they, in common with other professional men, are held liable for the excess profits tax on all that portion of an income which exceeds \$6,000 per year. Inasmuch as the excess profits tax is not at the comparatively modest rate of the income tax in the lower levels, but at a flat impost of 8 per cent, this levy will take toll of noticeable proportions from the annual earnings of high-salaried advertising executives, copy writers and others. The United States Senate sought to exempt professional men from the excess profits tax but in the final compromise it was embodied in the bill.

Progress of Teaching of Advertising Reviewed

A booklet entitled "Instruction in Advertising in the United States," compiled by the association of teachers of advertising, has been issued by the National Educational Committee of Advertising Clubs. Copies may be secured from P. S. Florea, secretary-manager of the A. A. C. of W., Merchants Bank Building, Indianapolis.

The progress that has been made in the teaching of advertising in the last few years, especially in colleges and universities, is indicated in the booklet.

K. McIntyre, formerly office manager of the Canadian Chewing Gum Co., Limited, Winnipeg, has been appointed assistant sales manager of the Canadian Chewing Gum Co., Limited, Toronto.



The Ledger

Are you getting your share of Birmingham business?

BIRMINGHAM is enjoying an unprecedented era of prosperity.

BIRMINGHAM is the center of Alabama's richest agricultural district. The State will produce more than a half billion dollars worth of farm products this year.

BIRMINGHAM is in the heart of a region of vast mineral wealth now being worked to enormous capacity.

BIRMINGHAM for years a manufacturing city of tremendous normal output, its vast mills and factories are now being pushed to their utmost.

BIRMINGHAM has a newspaper which long ago had courage enough to edit its advertising columns, excluding the offensive, unclean and fraudulent. Years before the laws were enacted it barred liquor advertising from its columns.

THE LEDGER built up a clientele of readers of the sturdy, clean thinking, good citizen type, and it has their unbounded confidence.

Each one of the thirty-odd thousand copies that go out each afternoon is a distinctive sales force.

You are not getting all the BIRMINGHAM business you may have unless your business story is going before these people in the columns of their favorite newspaper.

But this is something you or your advertising agent can quickly correct.

We are at your service.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Why Philadelphia Offers Greater Selling Opportunities to Merchants and Manufacturers

NOW is the time for every merchant to be alert, to forge ahead, to build up permanent business.

Here in Philadelphia—the Workshop of the World—every indication points to record business in retail lines, due to the fact that more than 58,000 business places (of which about 8000 are manufacturing plants) employing about 700,000 male and 300,000 female workers, are running to full capacity.

Add to this the metropolitan area of Philadelphia, including the great new industries created by the needs of the United States Government along tidewater, such as the great ship-building yards which have been located at Camden, Chester, Gloucester, Bristol, Cornwalls, etc. Then the large munition factories at Eddystone and Essington; the big powder works at Wilmington, Pennsgrove and surrounding towns; the big steel mills at Wilmington, Newcastle and Claymont; the oil and gasoline plants at Marcus Hook, Point Breeze and other points.

These workers and their families are housed in approximately 375,000 separate dwellings in the city of Philadelphia. The net paid daily average 2c circulation of The Philadelphia Bulletin for the six months from April 1st to September 30, 1917 (as per report to U. S. Post Office Department) was 363,115 copies a day.

There is in Philadelphia territory an immense outlet for advertised commodities among these families, who are enjoying the highest scale of wages in years.

Housekeeping needs alone run into a tremendous volume of sales, while food, raiment and other necessities required by this vast army create a market that is third in the United States.

The Philadelphia Bulletin is the one dominant newspaper through which to reach these consumers.

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

Philadelphia Bulletin

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

“In Philadelphia Nearly Everybody

reads

The Bulletin”

Practically 100% of the entire potential market.

Net paid average two-cent circulation for six months from April 1 to September 30, 1917. (As per report to U. S. Post Office Department).

363,115

Copies
a day

The Largest Two-Cent Circulation in the East

WILLIAM L. McLEAN, Publisher

New York Office, Dan A. Carroll, Tribune Building

Chicago Office, J. E. Verree, Steger Building

Packaged Brands Not Opposed by Food Administration

Mr. Hoover's Department Seeks Aid From Specialty Manufacturers, But Does Not Intend to Overturn Their Sales and Advertising Methods

THE Food Administration does not contemplate calling upon food manufacturers to abandon their advertised, packaged brands of foodstuffs in the interests of conservation. Neither has Mr. Hoover's department sought to change the accepted methods of distribution, either through wholesalers or direct to retailers. These facts were indicated at a recent conference between members of the American Specialty Association and officers of the Food Administration. Issues of this sort will be avoided, at least until a time when war necessities are more pressing than they are at present.

It was sought to have represented at this council of war the interests in control of the major part of the American output of package goods, such as cereals, breakfast foods, baking powders, flavoring extracts, washing powder, corn products, canned soups, beverages offered as substitutes for coffee, grape juice, etc., etc.

There was elaborated at the conference a "war policy" that has a certain element of interest for advertisers outside this particular branch of the specialty field. For example, there was brought up the question of the simplification of the package in order to secure for ultimate consumers prices as reasonable as possible in this era of high cost of living.

The whole spirit of the conference was suggestive and inspirational rather than mandatory. No specific recommendations were made involving curtailment of printing or modification of labels on packages, but the thought was left with each manufacturer that in the interests of war service it might be well for him to take stock of his package forms with a view to any economies that might be effected without real loss of attractiveness in the pack-

age or risk of impairment to the contents. Possible reforms in this direction take into account not merely the dress of individual package goods but likewise conservation in wholesale packing and crating. For example, Theodore F. Whitmarsh, president of the National Wholesale Grocers' Association, who is serving as a volunteer executive of the Food Administration, has suggested that if a specialty manufacturer is packing his goods in cases of six dozen to the case while the average purchase by retailers is in three dozen lots the time is here to revise the wholesale unit, thereby effecting a saving of box material and conserving the time necessary to break up and repack the large units.

Development of a package system based upon the use of substitutes was one of the objects of this particular "get together" movement. Especially was attention directed to the need for the replacement to the greatest possible extent, of tin containers, an effort which in its various phases has already been referred to in **PRINTERS' INK**.

DEPARTMENT MERELY SUGGESTS RELIEF MEASURES

There appears to be more or less misconception regarding the lengths to which the Food Administration has gone in discouragement of the use of tin containers. Recently, retailers have been heard to express surprise that, alarming reports to the contrary, the new pack of canned soups is available in the familiar tin containers. As a matter of fact there has, to date, been no serious restriction upon the use of tin containers except in the case of baked beans and one or two other products. The co-operation asked of manufacturers has been

(Continued on page 85)

The Cleveland **PRESS**

A Six Day Newspaper

Circulation Now

198,692

—and no premiums

In
*Reader-
Following
and
Advertising
Carried—*

Supreme in the Cleveland Daily Field

for
more
than
*Twenty
Years!*

The Cleveland **PRESS**

FOREIGN ADVERTISING DEPARTMENT

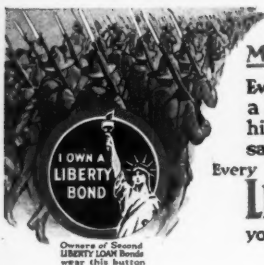
UNION NATIONAL BANK BUILDING, CLEVELAND, O.

NEW YORK OFFICE

171 MADISON AVENUE

CHICAGO OFFICE

1125 FIRST NATIONAL BANK BUILDING



Make a Sacrifice

Every man who should-
ers a gun risks his all for
his country. What are YOU
sacrificing to back him up?

Every

LIBERTY BOND

you buy helps win the War!

"YOU
Help My Boy
Win the War"

**BUY A
LIBERTY
BOND**



The Second LIBERTY

ALL EYES Today are on the mar-
sailor or marine. The Street
Liberty Loan is based mainly

Reproduced here are six of the Series
the supervision of Oscar A. Price, Direc-
Department at Washington, D. C.

From Canada to Mexico, from the A-
are constantly before the eyes of the
in the United States.



Owners
LIBERTY LOAN

Wear
this-



BADGE OF HONOR



Our Boys in the Trenches

is there anything they need
that you would not give
them? Every

LIBERTY BOND



OWNERS WEAR
THIS BADGE
OF HONOR

YOU buy helps *them* WIN
the War. *Buy more Liberty Bonds!*

LIBERTY LOAN of 1917

the man in the Service, whether soldier,
the Street Car Campaign for the Second
mainly on the Soldier appeal.

the Series of eight designs prepared under
Price, Director of Publicity for the Treasury
D. C.

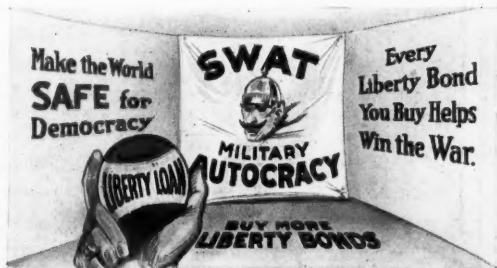
from the Atlantic to the Pacific these cards
of the 40,000,000 daily Street Car riders

Owners of
LIBERTY LOAN BONDS

is-



BADGE OF HONOR



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

The **Only National Medium for Reaching Fruit Growing Farmers**

Green's American Fruit Grower, published in Chicago—a consolidation of the circulations of the three leading fruit publications of America—is the only national medium for advertisers to reach fruit growing farmers.

Now is the time to make your appeal to these most prosperous of American farmers—the Fruit Growers. They have had a big season. The nation's housewives have done more this summer to save the fruit crop than ever before. What they have done has meant greater prosperity to fruit farmers.

Fruit Growers are fine sales prospects. They have the money with which to buy. And the only medium for advertisers is through the Pre-eminent Fruit Growing Publication—

GREEN'S *American* **FRUIT GROWER**

The Oldest Fruit Journal in America

Guaranteed minimum circulation, 175,000 monthly. \$1.00 per agate line.
Forms close 20th of the month preceding month of issue.

ADAMS PUBLISHING CO., Inc., Marquette Bldg., Chicago
SAMUEL ADAMS, Publisher

Special Advertising Representations

NEW YORK—Barnhill & Henning
23 East 26th Street

ST. LOUIS—A. D. McKinney
3rd Nat'l Bank Bldg.

KANSAS CITY—Geo. F. Dillon
Republic Bldg.

MINNEAPOLIS—Roy R. Ring
Palace Bldg.

CHICAGO—Buchanan & Dempers, Marquette Bldg.

Member Agricultural Publishers Asso. Applicant for membership A. B. C.



voluntary. Whether it will be necessary later to resort to compulsory, restrictive measures will depend largely upon the disclosures of the country-wide inventory of pig tin now being conducted by the Food Administration. In any event, specialty manufacturers will be consulted before unusual regulatory action is taken on this or any other subject.

Practical advertising men are perhaps most interested in the phases of this co-operative programme that pertain to advertising. Here again, however, the disposition of the Food Administration official who addressed the conference was merely to suggest possible lines of action and leave the application of the basic idea to the discretion of the individual manufacturers. The thought left with the specialty men was that good may be accomplished for the common cause by the manufacturer who will arrange his advertising copy in sympathy with the war aims with respect to food conservation. For example, to cite an illustration that Mr. Whitmarsh gave to PRINTERS' INK, a baking powder manufacturer might proclaim the serviceability of his product for war menus rather than to lay stress upon its uses for the baking of cakes and other delicacies that must be regarded as more or less a war extravagance.

A constructive suggestion elaborated at the conference was to the effect that the traveling salesmen engaged in the introduction of this line might be enlisted for important missionary work on behalf not only of food conservation but likewise of more efficient merchandising on the part of the rank and file of retailers. It is estimated that from 40,000 to 50,000 salesmen are engaged in the introduction of food specialties, and the idea is to persuade this distributive force to throw all the weight of its influence with retailers against hoarding and against speculation and in favor of the sale of goods at fair prices.

One subject that was, with good reason, diplomatically avoided at

the conference was that of package versus bulk foodstuffs. An impression has gained credence in business circles that the Government, in its enthusiasm for readjustment of the American scale of living, has set its face against package goods, especially breakfast foods, etc., and in favor of the supposedly cheaper but less readily identified bulk products. However, it is only fair to say that such expressions as have been made along this line have come from officials of the United States Department of Agriculture. The Food Administration has not sought to disrupt in any way the package-purchasing habit of the American public. Indeed, the specific co-operation of breakfast-food manufacturers is one of the latest forms of aid extended to the Food Administration.

James Imrie in New Position

James Imrie, for some time past editor of "Economic Advertising," published by Norris-Patterson, Ltd., Toronto, has been appointed advertising manager of R. S. Williams & Sons, Ltd., musical instrument house, Toronto.

In the September 6 issue of PRINTERS' INK it was announced that D. Alton Potter, advertising manager of Beatty Bros., Fergus, Ont., would take this position with the Williams Company, but he subsequently reconsidered his acceptance and will remain with the Fergus concern.

Mr. Imrie is succeeded at the Norris-Patterson agency by William Colgate, formerly with the Gagnier Advertising Service, Toronto.

"Argosy" Now a Weekly

The *Argosy*, which Frank H. Munsey started as a weekly magazine December 2, 1882, and in 1894 became a monthly, has returned to the weekly field. When the magazine was first started Mr. Munsey was editor, business manager and chief contributor. He wrote a number of continued stories which made a hit with young people and gave the *Argosy* its first real start toward success.

H. H. Huggins in Agency Work

H. H. Huggins, director of the Efficiency Bureau of New York University, has resigned to become general service manager of the Murray Advertising Agency and allied interests. Mr. Huggins has been engaged in sales and advertising work for a number of years in New York and the West.

"Traveling" a Sample Line of Goods Without Salesmen

"Brockton Idea" Seems to Have Special Application at Present, on Account of Depletion of Many Sales Forces

NEW England shoe manufacturers have found a satisfactory method of covering their territories with fewer salesmen. In view of the present difficulties in many lines of business of getting and holding good salesmen, an account of their solution of the problem may be significant. With traveling expenses mounting and men scarce, manufacturers are hard put to it to cover the country as satisfactorily as heretofore by means of personal representatives.

The New England plan consists of sending sample trunks to dealers, unaccompanied by salesmen, routing them just as a salesman would be routed, and trusting to the merit of the goods to get the business. The trunks are sent by

express, and the plan, according to those connected with the shoe companies, has been the means of opening many desirable accounts.

Because of the number of concerns in Brockton, Mass., using the "silent salesman" idea in sample trunks, the plan is often referred to as the Brockton idea. The Ralston, Packard, Eaton and other shoe houses of that city have been using it for a considerable period, and have worked out the details in such a way that the plan seems practically trouble-proof.

As used in the shoe business, the method gives an opportunity to reach buyers in small towns not regularly "made" by the salesmen. The trunks are sent only on the request of the dealer, how-

ever, these requests being obtained as a result of trade-paper and direct advertising. Only "in stock" items are sampled, as the small-town dealer, not being a close student of styles, as a rule, does not care to buy as far in advance as the stores in the large cities do, and immediate delivery is therefore required. The trunks are sent out principally during the October-November fall buying season, and again in May and June, when buying is most active.

Each trunk is given a routing similar to that of a salesman, twenty different "stops" being indicated in some cases. The trunk is not locked, but is turned over to the express company ready to be opened, the carrier as-



**"SILENT SALESMAN" SAMPLE TRUNKS
ARE READY**

Our Silent Salesman trunks, with samples of Fall styles in stock, are now on the road.

We'll be glad to route one in to you if you'll let us make you acquainted with the unusual profit possibilities and sales opportunities represented by Ralston this season.

This is a most important announcement for everyone who has not purchased his complete line of Fall and Winter styles, for those represented by samples in the trunk

can be shipped at once from stock. Fill your needs from the styles you see sampled here.

Also let us make you acquainted with the unusual profit possibilities and sales opportunities represented by Ralston this season.

The trunk will be forwarded immediately on receipt of request—no delay.

Ralston Health Shoemakers

Shoemakers as well as Shoppers

BROCKTON, MASS., Campello Station

HOW-RALSTON CREATES A DEMAND FOR THE SAMPLE TRUNK

After November 2 all first-class mail
must bear 3c. stamp in place of 2c.

Why This Law Need Not Worry *You*

By S. H. Edwards

When you can make business letters produce \$45,416.53
worth of new business at a cost of only \$93.29—

When you can get your salesmen to increase their sales
more than 50% and only spend \$10 on postage to do it—or,
with your salesmen called to the colors: keep business going
as usual by using Mail Salesmen—

When you can collect accounts as far in arrears as six
years—with one letter and 4c in postage—

When you make business letters do these things you will
be glad to do "your bit" to help the government win the war
by paying 3c for your stamps instead of 2c.

Thru your *increased efficiency in writing better letters*, this
extra war tax postage will not affect you.

You can even welcome 5c postage if you know how to make
letters pay.

If you are an employer, looking for trained Mail Salesmen
able to do these things, write to us for names of men willing
to do more than collect their pay on Saturday night.

If you are an employee and want to add to your ability
the knowledge of *real* Mail Salesmanship, write to us and learn
how you can give the man who pays your salary *better service*.

In either case you will receive Edward H. Schulze's new
copyrighted book, "The Modern Method of Reducing High
Selling Costs."

The book is *free* if you give your name, position and com-
pany. *Not otherwise.*

Name.....

Company.....

Position.....

Address.....

MAKING LETTERS PAY SYSTEM

220 West 42nd Street
New York City

THE average value of each sale of the company for which I am advertising manager is over \$500,000. Contracts of that size have been traced directly to advertising.

Further results show in unsolicited "good will letters" from 20 per cent of a mailing list of 20,000 names comprising some of the most influential executives in the United States.

I can render similar service to some engineering, contracting or manufacturing company with an advertising-sales problem. I wish to make another connection. Details regarding my work furnished on request. Address N.M., Box 17, care Printers' Ink.

Letters DO Pay

But there's *such* a difference in letters.

Our plant is geared to turn out *real typewritten* letters, produced by *automatic* typewriters, in large quantities and at about half the price personally typewritten letters would cost.

The rather remarkable results our customers have obtained by using our service rather than ordinary, machine made, processed letters will interest you.

Just write or 'phone and we'll supply you with data.

Direct Advertising Service

OF THE

West Side Printing and Supply Co.

9 Murray Street
New York City

P. S.—We do lots of work for advertising agencies.

suming entire responsibility, including the safety of the samples. The trunk is delivered to the dealer, and the express company calls for it the next day. It was found that allowing the dealer to indicate when he was ready for it to be moved was a poor plan, as many of the merchants allowed the trunk to lie around their stores for weeks without getting action.

By means of this plan a trunk can make a trip covering a big territory in a few weeks, and at a nominal cost. The weight of the trunk is not so great as to make transportation charges prohibitive, in view of the fact that the number of samples shown is limited to items which can be delivered. This means as a rule that twenty-five or thirty shoes are sent out, whereas the entire line may consist of a hundred or more.

The salesmen, as a general proposition, are given credit for the business taken out of their territories by means of the sample trunks. This results in their boosting for the plan and doing all that they can to insure its success. In many instances, where a salesman has not felt that a given town was worth covering, opening a new account there by means of the sample trunk has resulted in a personal call the next season, with the result that a profitable line of business was developed. In fact, some of the salesmen whose territories are covered in this way make a rule now of following up the new accounts put on the books through the unchaperoned trunks, so as to make the first order an entering wedge to the sale of a representative line of shoes.

In view of the unquestioned success of the plan, it seems to offer a way out to the manufacturer whose sales force has been depleted by the draft, or who would like to invade new territory with his line, but is unable to organize the force with which to reach the trade. Making up a complete sample line, or one representative of the principal numbers, would offer a more attractive proposi-

Capture Attention

by the individuality of your SALES TALK and your production. What you need is A GOOD PRINTER who can give you everything that goes to make a fine piece of literature, without going all round the city and piecing it up. We do the writing and laying out of your catalog by professional artists. We give you the very best of

Composition

from all new type manufactured in the house; also, we give you service and quality in

Presswork

from the very latest and newest models of presses, and we bind and mail it, too. All we ask is that you tell us your needs and we will supply them—either for publications or a few million large catalogs.

Do You Get Us ?

Everything presided over by master printers, of whom we have sufficient for all requirements. Just drop us a line and let us relieve you of a large proportion of your worries during the fall business activities.

Established 1894

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING

461 Eighth Avenue, N. Y. City

Telephone, 3210 Greeley

SCIENTIFIC AMERICAN

ESTABLISHED 1845

The purpose of this journal is to record accurately, simply and interestingly the world's progress in Science, Industry, Invention and Mechanics. Being a weekly journal, it is in a position to announce interesting developments before they are published elsewhere.

It aims to be educational and helpful to those who would improve their knowledge of scientific and technical facts and to set forth the most important developments in manufacturing, commerce and agriculture.

Munn & Co., Inc., Publishers
New York, N. Y.

AMERICA is the wealthiest country in the world today, and the SCIENTIFIC AMERICAN has become an indispensable institution for the advancement of her industries.

AFTER November 1st, 1917, the rate for advertising space in the SCIENTIFIC AMERICAN will be one dollar a line.

THIS advance in rate is in accordance with the growth in circulation, the editions now being over 100,000 copies each week.

THE old rate of seventy-five cents a line was based on a circulation of 55,000; it will be seen, therefore, that though the circulation has increased eighty-one per cent, the rate has been raised only thirty-three and one-third per cent.

THE growth of the SCIENTIFIC AMERICAN'S circulation has been steady and consistent with the country's progress in science, manufacturing, agriculture, mechanics, and invention.

MUNN & CO., Inc.

Woolworth Building
New York City

Peoples Gas Building
Chicago, Ill.

In nine months of 1917, fifteen daily newspapers of New York City carried a total of 76,879,781 lines of advertising. Of this, the *WORLD alone* carried 10,236,729 lines, over one-seventh of the total of the fifteen.

During the month of September the New York *WORLD* printed 1,321,243 lines of advertising, which was 243,315 more lines than the same month last year, and which was more than the *Herald, Tribune and Sun combined*.

In a nutshell: The New York *WORLD* has averaged over 1,000,000 lines of paid advertising per month for 1917, and has *gained* over one million lines over the same period in 1916—to be exact, the *WORLD* has so far gained 1,029,400 lines over last year.

The *WORLD* also made a record in printing a total of 196,981 advertisements, *which is more than was ever before printed in any single month in the WORLD or any other newspaper ANYWHERE.*

tion to the dealer than merely to send a catalogue or one sample, and hence would make the traveling trunk feature a winner.

The arrangement made with the express company seems to insure complete safety for the samples and trunk, and to make it certain that the inquirer will see the samples within a reasonable time after they have left the factory. At any rate, the idea may be worth trying, especially in view of present conditions.

Death of Robert Tomes

Robert Tomes, a newspaper special representative of New York, died October 5, at the age of 70 years. Mr. Tomes began his business career as a telegraph operator and for twenty years was manager of the Wall street office of the Western Union Telegraph Co., which at that time was the largest branch office in the city and employed 75 men. In 1903 he entered the advertising business. From time to time he added new papers to his list, which, when he died, numbered thirty. Twenty-four of these were located in Ohio.

Poor Richard Re-elects President Stewart

The annual election of officers by the Poor Richard Club, of Philadelphia, held on October 1, resulted as follows: President, Rowe Stewart; vice-presidents, Cyrus H. K. Curtis, Jarvis A. Wood, Louis J. Kolb, R. H. Durbin; secretary, W. F. Therkildson; treasurer, T. R. Elcock, Jr.; directors, C. Arthur Cole, Howard C. Story, Irvin F. Paschal, John H. Sinberg, W. J. Eldredge, H. A. Gatchel, P. C. Staples, H. T. Jordan, P. J. Walsh.

Death of Dudley A. Bragdon

Dudley A. Bragdon, vice-president of the D'Arcy Advertising Company, St. Louis, died October 1st as a result of a self-inflicted gunshot wound. He had been suffering from nervous exhaustion for several months, and it is believed that his suicide was due to this cause. Mr. Bragdon was 41 years old. He had been for a number of years an occasional contributor to PRINTERS' INK.

Joseph Traxler with St. Louis "Globe-Democrat"

Joseph Traxler, for a number of years a general advertising agent in Cincinnati, and recently in the St. Louis agency field, has joined the service staff of the St. Louis *Globe-Democrat* in the capacity of advertising counsel.



Many Papers— But Only One "PUNCH"

That fact is the fundamental basis of "PUNCH'S" *concentrated* value as a British market for good goods.

Your Liberal won't look at a Conservative paper, your Churchman at a Nonconformist one, and vice versa. But they all read "PUNCH."

Obviously, therefore, if you dropped all other advertising and concentrated on "PUNCH" alone you would not be dead to the very people best worth cultivating,—the educated, moneyed, spending classes.

My advice in these advertisements is backed by over 40 years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do—concentration upon that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C. 4., England



MEMPHIS

An advertiser recently wrote us as follows: "It affords us much pleasure to tell you that the results of our advertising in the *COMMERCIAL APPEAL* have so far exceeded our most hopeful expectations. Our orders from the Memphis jobbers have pyramided most gratifyingly."

THE COMMERCIAL APPEAL

has for years been assisting manufacturers in this pyramiding process, and probably largely for that reason its own pyramiding process steadily goes on.

For the first nine months of this year the *COMMERCIAL APPEAL* shows a gain of 28,000 inches of advertising over same period last year.

This is 200 solid pages more. Think of it.

Circulation figures will show a proportionate growth. The A. B. C. Statement will be out in a few days.

THE *COMMERCIAL APPEAL* enters 95% of the worthwhile homes of MEMPHIS and vicinity. Its use as an advertising medium insures the success of the proper advertising campaign to cover MEMPHIS territory.

Facts and figures, real proofs, whenever you desire to see them.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Standardized Sizes for Advertising Matter

RICE & HUTCHINS
World Shoemakers for the Whole
Family

Boston, Mass., Sept. 13, 1917.

Editor of PRINTERS' INK:

The question of standardization of sizes for advertising matter is one which I should like to see discussed in PRINTERS' INK. In common with all other advertising managers, I receive a tremendous lot of paper manufacturers' samples, some of which I would be glad to keep for future reference, but since there is no apparent attempt to get these samples to us in anything like a uniform size, there is no one unit of filing cabinet or facility into which they can be put. One sample may be a folded sheet, another a wired folder, another a beautiful booklet, another a few pieces of paper in some odd size wired together.

Now, if the paper manufacturer would adopt for a size, that which corresponds with the usual file case or cabinet and trim their samples to 8½ x 11, more samples would be filed, more referred to and more benefit be derived by the manufacturers.

Then comes publication advertising. Some of the Western papers send out a folded sheet as big as the side of a house, and we get all sizes, ranging from this down to one that fits in an ordinary commercial envelope. Oftentimes there are parts of these announcements that are interesting enough to save, but because of the lack of uniformity there is no way of saving them.

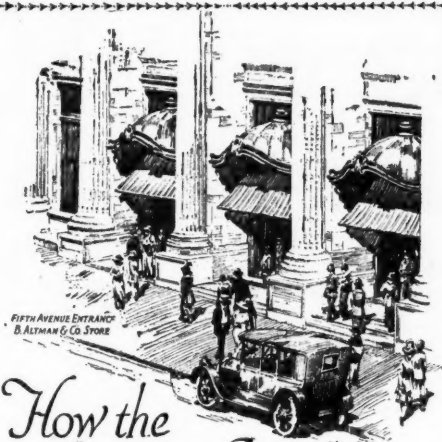
And last, but not least, are advertising mediums' rate cards. It would be very much to the advantage of the mediums if they would print their cards on any one of the standard file card sizes. In my desk I try to arrange rate cards for quick, ready reference, but due to the fact that some are much larger and some very much smaller than any average size the large ones are those that I get hold of most frequently, whether I want them or not, and oftentimes the little ones appear to be missing.

Now, perhaps these things are too trivial for PRINTERS' INK to bother with, but sometime I hope that someone will take interest in them to start a real movement that will accomplish what, from my standpoint, is very desirable; that is, the establishment of uniform sizes for paper manufacturers' samples, publications, advertising and rate cards.

W. G. DENNISON,
Advertising Manager.

Overland Will Compete with Ford

Next season there will be an Overland automobile selling for less than \$500, according to *Automobile Topics*. It will be offered with complete equipment, including electrical starting and lighting. Plans are being made, it is said, for a largely increased production of Overland cars next year.



*How the
Altman Store
made Strathmore Paper Say its Say*

THE spirit of Fifth Avenue—for Fifth Avenue is as much a state of mind as it is a thoroughfare—is admirably suggested to the reader of B. Altman & Company's Commemoration Book, by the very look and feel of the Strathmore Papers used. In texture and color these Strathmore Papers express the luxury, the substantiality and the beauty that is Fifth Avenue—and Altman's.

They say the Advertiser's say.

Write for a copy of "The Language of Paper," a new booklet by Frank Alvah Parsons, President of the New York School of Fine and Applied Arts. It will help you find the particular Strathmore Paper that expresses the idea of your business. Strathmore Paper Co., Mittineague, Mass., U. S. A.

STRATHMORE
Quality  *Papers*

Why don't YOU advertise in the Movies?

THIRTEEN million people visit moving picture theatres every day in the year in the United States alone. ALL of these people SEE and are impressed by moving pictures while a great percentage of them seldom read the advertisement on the printed page.

The purchasing power of this vast number of people offers a tremendous national field for National Advertisers.

Proof that the high class industrial film has become a factor in the world's advertising is evidenced by the recognition given moving picture advertising by The Association Of National Advertisers---The Advertising Clubs Of The World as well as scores of the most representative business institutions of America.

The problem of the industrial film has not been, and is not now, a problem of right picture making but of *Right DISTRIBUTION*.

That is where the huge, exclusive resources and national distributing facilities of the Universal Film Mfg. Co. (largest manufacturers and distributors of films in the Universe) offer National Advertisers the power to cover the country from end to end.

Correspondence invited on this subject. Conferences and the presentation of complete data arranged by appointment. Address the

INDUSTRIAL DEPARTMENT
UNIVERSAL FILM MFG. CO.

1600 Broadway, New York

Tanner Advertises to Sell Leather Soles in Packages

The C. G. Fleckenstein Company Reaches After Business Development Through Shoe Repairing Public

WHAT appears to be the beginning of a lively tilt among shoe-sole manufacturers looms up in October publications with the C. G. Fleckenstein Company, of Muskegon, Mich., using aggressive space for Flexoak, a new branded leather sole. Only a few weeks ago a surprise was thrown into the ranks of the sole industry when a Chicago tanner launched a campaign designed to influence shoe manufacturers to use his advertised leather soles. Speculation is now increased by this new campaign which takes a different turn, having for its primary object the sale of branded soles to cobblers and dealers. The soles are put up in identifiable packages.

Although ranking as one of the smaller tanners—being established about five years ago—the C. G. Fleckenstein Company cast about last spring for an opening through which it might bring its business from under the pressure of price competition and demoralizing trade practices. For years cut soles had been wired in bundles of a dozen pairs and sold in bags or barrels without any definite standard of value or means of identification. Manufacturers sought quantity orders and usually played into the hands of the buyers. If a salesman quoted a certain price, the buyer usually countered with a competitive bid from an-

other source. It was either meet the price or lose the business. But price competition did not always favor the buyer. By certain processes of tanning, a sole could be produced in a few weeks that compared in appearance, at least, with one that had been carefully tanned for six months. If a tanner was troubled with a competitive bid it was sometimes possible to meet the price, apparently match the salesman's sample and also make a handsome profit. Under the circumstances, a tanner's list of customers fluctuated according to the prices he was able to meet.



I'll put
FLEXOAK
LEATHER SOLES
on these shoes and save money

He will save money because, by dealing with FLEXOAK Leather Soles he will have extra long wear, dry feet and comfort.

FLEXOAK
THE STANDARDIZED SHOE SOLE

The buying of leather shoe soles is no longer a hit-or-miss performance. They have been standardized—FLEXOAK being the result. It means that at last there is a dependable shoe sole—one that is uniform—the same in wear and every other leather attribute of when and where you buy it. This marks a decided progress in the making of shoe soles—the culmination of a dream of many decades.

Every process through which FLEXOAK Leather Soles pass, from the selection of the raw hides to the placing in the cures in which you receive them, is standardized. Standardized with the one object in view of producing a leather shoe sole that can always be depended upon to measure up to the high standards of wear and appearance, unguilted and hard for FLEXOAK Leather Soles. Every one of these processes is patented in the one plant and under one direction.

Remember the name. Ask for them by name. It is stamped on each sole—for your protection. Look for it when buying.

How FLEXOAK Soles are made The best hides are especially selected for shoe sole purposes, then converted into sole leather by a process of sole leather tanning—the FLEXOAK process—perfected through forty years of labor, research and experiment.

FLEXOAK Leather Soles are durable and retarding to the feet. No danger from slippery sidewalks. It is a well known fact that leather allows the feet to "breathe," because it is not so tight. For this reason, FLEXOAK Leather Soles do not heat, sting or chafe the feet. In addition, FLEXOAK Leather Soles give you a better finished job than with any other material.

FLEXOAK Leather Soles give twice the wear of the ordinary leather sole. FLEXOAK Leather Soles mean economy. Economy in shoe sales is imperative these days. It is an economy that helps the nation and helps your purse.

With FLEXOAK Leather Soles on your shoes, you will know you can go no higher in the selection of a shoe sole.

Everyone can be accommodated with FLEXOAK Leather Soles. There are three members of the FLEXOAK family—each at a different price—each the utmost value for the money. A price to fit every pair of shoes to be every day.

SPECIAL OFFER. If your dealer or repairman has not yet been supplied, we will send you a pair of men's first class (*****), the finest member of the family, for a dollar bill. Either black or tan. Mention size of shoe.

FLEXOAK Full Soles have "backbone." They support the arch of the foot, preventing Flat Feet. To fit all sizes of men's shoes. Two colors—Black and Tan.

FLEXOAK Heels. Everything round heel shoes about FLEXOAK Leather Soles can be had with equal force of FLEXOAK Leather Heel Treats. All sizes. Two colors, Black and Tan.

When buying new shoes look for the FLEXOAK trademark. To see it is to know that you have The Perfect Shoe Sole.

Made by
C. G. FLECKENSTEIN COMPANY
Muskegon, Michigan

**Be sure you see
this trade mark on
the soles and box**



FARM-PAPER COPY FOR THE TRADE-MARKED SOLE

The Fleckenstein company had developed an improved tanning process and was reluctant to throw it into the price-ridden field. More than one directors' meeting broke up with no solution in sight. An advertising man associated with a number of advertising successes, however, made the point that so long as the company attempted no control over conditions, just so long would those conditions control the business. He proposed that the company trade-mark its soles, put them in packages, and popularize them with the consumer. An investigation showed that a surprisingly large number of people did their own shoe repairing. Furthermore, the practice seemed to be increasing. A large Chicago mail-order house, for example, in 1916 showed an increase in its shoe-findings department of 100 per cent. Then, again, there was an annual production of approximately 250,000,000 pairs of shoes a year, which illustrated the possible market. The directors were skeptical, and declared such a plan was impractical. But when the advertising man in a trade-testing campaign sold 150,000 pairs of branded half soles in packages inside of sixty days, the directors capitulated and gave the signal to go ahead.

Unlike the manufacturers of fiber soles and the Armour Leather Company, which are making a strong primary drive for the business of shoe manufacturers in equipping their production with trade-marked soles, the new campaign strikes out for sales to the shoe-repairing public. This change in tactics, however, according to an official of the company, is only another way of moving toward a desired objective. "The fiber sole manufacturers," said A. Wakefield, general sales manager, to a PRINTERS' INK representative, "have accomplished a great deal of the pioneering work. Their advertising has done much to direct consumer interest to the materials entering into the manufacture of their shoes. While we are capitalizing upon this interest in adver-

tising to the consumer, the interest of shoe manufacturers will develop readily enough when the consumer finds that the branded sole used in repairing does outwear the original sole on his shoe."

One interesting feature of the campaign is the staple distribution which preceded the advertising. Exclusive jobbing connections in strategic points have been established from coast to coast among various classes of distributors. In the main, grocery, hardware and leather houses are the principal distributors, although woodenware, dry goods and even paper jobbers have been lined up. With this general distribution, the company plans to sell its branded soles through practically all retail outlets with the possible exception of the drug store.

Several incidents have already indicated the interest of the retail dealer. For example, a general store in a small town in Pennsylvania was approached by one of the company salesmen. The dealer had never carried shoe soles. It developed in the course of discussion that the dealer sold several cases of shoe nails every season. When the salesman pointed to the two chain stores in the town which were selling non-identified leather soles, the sales of which had in 1916 increased 3,000 per cent, the dealer decided that since he sold shoe nails a branded leather sole ought to help him build trade. In other cases, instances of "profiteering" by so-called Shoe Repairing Emporiums, which purchased their leather soles at retail from the chain stores, have enabled the company to interest dealers in the trade-building possibilities of a branded leather sole.

It was the trade-mark feature that interested a large Chicago department store in one of the company's lines of branded leather soles. "We consider as an asset any factor which aids us in building business," said the shoe buyer. "A trade-mark on leather soles in our shoe-finding department serves the same purpose as the name Rice & Hutchins on our shoes. We have advertised the soles and have

Physical Culture

Announces the appointment of

Archer A. King, Inc.

People's Gas Bldg.

Chicago, Ill.

as Western Representative

to succeed Mr. W. J. Macdonald

sold many more than if we advertised unidentified soles. The trademark gives us something to talk about." In Cleveland the soles have already been placed on sale in the retail grocery stores.

A thrust is also directed by the company at the permanent high cost of leather which, according to an official of the company, has developed into a "bugaboo." The company's policy in the matter is illustrated by the fact that a fixed price of \$1 has been set on its "five-star" quality sole. "It is true," explained an official of the company, "that the American production of beef cattle from which hides are obtained is trailing considerably in the rear of an increasing population. On the other hand, however, South American production is rapidly developing, and will be ultimately able to provide for any deficiency in America's production. When we established a fixed price, we calculated ten years ahead."

As might be expected, the shoe cobbler will perhaps not take

kindly to a trade-marked leather sole that is sold to the consumer through other channels for home repairs. Indeed one large leather-finding house went so far as to predict that a stiff problem in cobbler interest would be met when competition entered the field that restricted its distribution to orthodox shoe trade channels. The company, however, is not troubling itself about what the cobbler says or thinks, so long as its advertising can be depended upon to set the public right in the question of dependable sole leather.

To this end the extent of the advertising will be quite general. According to present plans the campaign will embrace a formidable list of farm papers to cover such rural districts in which home repairing is general. On the principle that women wear several more pairs of shoes during the year than do men, women's magazines and general publications will also be employed. Plans are also being prepared for newspaper campaigns to cover strategic points.



**The
Albert P. Hill Company, Inc.
Pittsburgh**

**Trade Investigation;
Sales and Advertising Plans**

**Magazine, Newspaper, Billboard,
Street Car & Direct Advertising**

Personal, Sincere, Effective Service

Nugent's
The Garment Weekly

THE NEW TELEGRAPHIC NEWS SECTION
featuring the merchandise needs of leading buyers, etc., re-
ceived up to 6 o'clock preceding the day of delivery—is one
of the new features which Nugent's recently incorporated for
its advertisers—Manufacturers of Feminine ready-to-wear.

THE ALLEN-NUGENT COMPANY
NEW YORK
PHILADELPHIA BOSTON CHICAGO LONDON PARIS

With several thousand more individual advertisers each week than any other Boston paper, the Globe is put to

The Acid Test of Actual Sales and Profits

such as no other newspaper in Boston has to meet.

These several thousands of individual advertisers have been using the Globe for more than 30 years. Most of them keep a record of their answers from the various papers. They place the bulk of their business in the Globe because they know positively the Globe gives them by far the best results.

The total number of lines of advertising (including all kinds of business printed in the Boston papers during the 9 months ending September 30) was as follows:

	LINES
Globe	6,737,890
Post	6,218,516
Herald	4,465,500
American . .	4,272,380

The Globe's lead in the want and classified field during the nine months was more than a quarter of a million advertisements.

The total number of want and classified advertisements printed was as follows: **Globe 393,029; American 138,459; Post 71,725; Herald 51,041.**

The total lines of automobile and accessory advertising printed during the nine months ending September 30, was as follows: **Globe 1,022,402; Post 786,070; Herald 531,905; American 386,086.**

Circulation Increasing

The actual cash receipts of the Globe from circulation for the nine months ending September 30 were greater than those of any other similar period in the paper's history.

MOTION PICTURE REVENUE *for* NEWSPAPERS

THE Mutual Film Corporation in recognition of the important value of newspaper advertising as a factor in the success of the motion picture theatre has evolved a special co-operative plan which makes available to certain motion picture theatres in each important community a continuous fund for the advertising of Mutual Pictures in the leading local newspapers. The problem of the commercial relation of the newspaper to the motion picture is solved by this plan. Co-operative opportunity is offered to the newspapers. Detailed information will be supplied on request.

Address—

JOHN R. FREULER, *President*

MUTUAL FILM CORPORATION
220 South State Street, Chicago, Ill.

The Makings of a Dependable Pilot-in-Advertising

First of All He Must Know People

By John E. Kennedy

HE need not necessarily play Golf!

His language may be fractured in many places, for brevity and homely expressiveness.

He need not have an Ad-Club acquaintance with more than Forty Headlights of Publicity.

But, he **MUST KNOW MILLIONS OF PLAIN PEOPLE** who buy trainloads of Things daily, and who *still* believe part of what they read in the Papers.

As three-fourths of all Goods that can profitably be Advertised must find market with these "Plain People" he should study them closely and continuously.

He cannot *thus* study them without freely and constantly *contacting with them* in a frank, non-patronizing and confidence-winning manner.

Absent Treatment, and Book Psychology, have not yet served (in any Conspicuous Instances among *Advertising Men*) as successful substitutes for actually Mixing with the Masses.

He must know the *Mind* of the Masses better than they know their own minds—how they *think* en masse—how they act upon certain kinds of Suggestion—what Prejudices and Prepossessions must be considered in dressing a successful appeal to their Purses.

If—like Lincoln—he has had the early advantage of actually *living their lives* for a period, so much the better.

This, as a safeguard against *under-estimating*, or *over-estimating*, their average Intelligence and Acumen.

He must, above all things, and by all means, cultivate, treasure, and **NEVER LOSE** that basic "Plain People" understanding.

When he *does* lose it he generally makes the all-too-frequent blunder of advertising the Adver-

tiser's Goods to the *ADVERTISER* himself.

He should be warned against this pit-fall by the Millions of Dollars he can yearly see lavished by Advertisers, in *Advertising to THEMSELVES*, and to Club Friends who are generally too sophisticated to *believe* anything they read in either Bibles or Advertisements.

* * *

The able Salesman-in-Print should have a true Billy Sunday concept of the Multitude, and of how to arrive at "First Base" with it.

—This, if he is to work successfully in the *wider* fields of (Consumer) Advertising.

—This, if he is to convert, in profitable numbers, the *larger* Congregations of prospective Customers to *use* of "the Product" advertised.

He may *never* sway great masses of the Plain People without first "taking infinite pains" to *Understand them*, and be in sympathy with their common Human Nature.

He could never *study* the Plain People of these United States in *New York City*, or in his own Ad Club, as *typical* sections of Americanism.

His Advertising could never continuously capture the **CONFIDENCE** of the Masses if he secretly despised them and adopted the cynical attitude of "The More Exclusive" toward them.

He could not continuously strike the Responsive Chord in his Advertising unless he *knew*, by contact and sympathy with the Plain People, *which* Chord to strike for a given purpose.

He must not be misled by the conventional views of Advertisers, or Ad-Men, as to **WHO** these

"Plain People" are individually.

He must not forget that there are ten times as many "Plain People"—sons and daughters of Plain People—fathers, mothers, cousins, aunts, and uncles of Plain People—*riding in Motor Cars to-day*, as there are American Aristocrats like himself and his Own Circle of Associates.

He must, *particularly at this time*, remember that Wealth is comparative, and that free response to Advertising is due more to a *sensation* of Wealth on the part of the Reader, than it is to the *possession* of large Wads of Mazuma.

* * *

War conditions, Taxes, and Wages, have made the Wealthy and Well-to-do feel "poor" and economical to-day, while the Skilled Artisan, Farmer and Laborer, have, through enormous increase in their Earnings, the *sensation* of "Rolling in Wealth."

Which will be most *receptive* to Advertising suggestion, and to Salesmanship in Print, under these circumstances?

The "Upper Class" has *had* everything it ever really wanted badly, and is not HUNGRY for things advertised.

But, the great "Middle and Working Classes" NEED everything they never *had*, and can now be made to respond to the Advertising of *Luxuries* with the HUNGER for these that War Wages may, at last, satisfy.

But, these Luxury-Hungry folks still remain "the Plain People," in their mode of Thought, in their ideals, prejudices, and prepossessions.

They may now *want*, and *buy*, the same Luxuries as your Club Friends, but *for entirely different reasons*.

They are far more intelligent, more teachable, and swayable, than your Average Advertiser *thinks* they are—but not nearly so Foolable.

They are infinitely more susceptible to *sound Reasoning* expressed in Primer Thought, than they are to cheap flattery and "Joshification."

No man who has NOT lived among them has the KNOWLEDGE or right to deny this.

And, no man who *has* lived among them, in sympathy and understanding, can *truthfully* deny it.

The *ripest* market in the world to-day, for Advertised Products, is right here in America, WITH THE PLAIN PEOPLE, and the SUDDENLY-RICH WORKING CLASSES.

Hence this long preamble upon the correct mental attitude of the Pilot-in-Advertising and Salesman-in-Print.

* * *

At what *age* should the said "Pilot," or Salesman-in-Print possess *highest* efficiency?

President Wilson is 61 years old!

Roosevelt was the youngest President we ever had.

Fifteen of the twenty-seven Presidents who preceded Wilson were fifty-eight years to sixty-nine years old.

The *average* age of all when they last filled the Presidential Chair was practically sixty years.

General Pershing is fifty-seven years old.

Admiral Dewey was sixty-one at the Victory of Manila.

The world-disturbing Kaiser is fifty-eight.

Field Marshal Von Hindenburg, now seventy, was sixty-eight when he replaced the younger General Von Falkenhayn in 1915.

Balfour at sixty-eight, replaced Lord Grey at fifty-four.

Sir Edward Carson was made First Lord of the Admiralty at sixty-three, in critical times.

Bonar Law was made Chancellor of the Exchequer at fifty-eight, under same circumstances.

Earl Curzon, was made President of the British War Council at fifty-six, and Lord Milner made Member of same at sixty-two.

Gen. Gallieni was an active French Minister of War at sixty-seven and Gen. Cadorna is the vigorous Commander-in-Chief of the Italian Army at seventy.

Goethe completed "Faust" at eighty-two.

RIGHT NOW

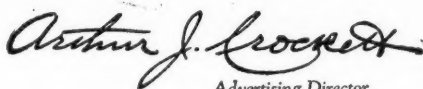
a great many women are giving their attention to Domestic Economy—how to avoid waste—and to Knitting for our boys in blue and khaki.

THE MODERN PRISCILLA is a recognized authority on both of these subjects.

Women KNOW that PRISCILLA is devoted to Fancy Work and Everyday Housekeeping and they are turning to it for counsel and instructions.

More copies are being sold from the news-stands at 15 cents a copy than were ever sold before at 10 cents.

THE MODERN PRISCILLA is a live, growing magazine, bought solely for the helpful information it contains. Doesn't this make pretty nearly an ideal advertising medium?



Advertising Director

The Modern Priscilla

FANCY WORK and
EVERYDAY HOUSEKEEPING

New York

Boston

Chicago

Milton wrote "Paradise Regained" at sixty-three.

Tennyson's "Locksley Hall" and "Robin Hood" are dated at seventy-seven and eighty-two respectively.

Ruskin wrote his Autobiography at sixty-nine.

Herbert Spencer's "Justice" at seventy-one, and "Beneficence" at seventy-three.

John Stuart Mill's "Nature" is dated at sixty-seven.

Voltaire was writing strong at sixty—Herschel at seventy-four—Oliver Wendell Holmes at seventy-six—Longfellow at sixty-two.

Millais produced masterpieces at sixty-two.

Recently Sir. Wm. Richmond R.A. wrote his first novel "The Silver Chain," at seventy-four.

Chauncey M. Depew, was made President New York Central R. R. at sixty-four. Senator at sixty-five, and is a "Live Wire," at eighty-three.

Hoar, of Mass., and Pettus, of Alabama, were Leaders of the Senate at practically eighty years of age.

Edison is to-day one of the Government's most valued advisers, at seventy.

Sir William Osler AT SIXTY-EIGHT is the most famous Professor of Medicine at Oxford.

With all of these vigorous performers in arduous fields Time—and that EXPERIENCE which can come only through years of observation—had ripened their JUDGMENT, cleared their Vision, and had given them the *Confidence in Action*, which comes of *Sure Knowledge* thoroughly assimilated, sorted, and filed away for ready use in highly developed Brains.

The qualities which make a good Advertising SOLICITOR may well include *Youthful Energy*, *Enthusiasm*, and *Appetite-for-Action*.

But far more important, and much more than counterbalancing, in the Equipment of a Pilot-in-Advertising, or Salesman-in-Print, are the following:

—Wide EXPERIENCE in Advertising and Selling.

—Precision of JUDGMENT resulting from this.

—An accurate *Knowledge* of Advertising Essentials and "a capacity for taking infinite pains" in application of them.

* * *

It is customary to speak of Copy Writers and Salesmen-in-Print as "Wanderlusters"—"temperamental" persons who, "like Paddy's pig—never stay long enough in any one place to be counted."

But—People who make this witty comment certify thereby to their own lack of understanding of certain prime *essentials* to Advertising proficiency.

The ablest Salesmen-in-Print must necessarily be self-taught.

Because there are, as yet, no Schools nor Text Books that *really teach* more than the mechanical *rudiments* of Advertising—such as Typography, Illustration, Layout, and Phraseology.

No Advertising Club, or Association of Advertising Clubs, has yet established an actual "Institute for Advertising Research."

—This to collate, compile, compare, record, and apply, the *Experience* of Advertisers, and responsible precedents in Advertising—as has been done in Medicine, Law, Engineering, etc.

There are no Clinics available in Advertising, as there are in Medicine and Surgery.

The only School open to the *advanced Student*, or *Practitioner*, of that Advertising which is *Selling-through-Print*, is the great Mother of all Schools—PERSONAL EXPERIENCE.

The Physician, or Lawyer, whose practice was limited to a *single* life-long Case—two cases—or *five* Cases—could never acquire such *wide range* of EXPERIENCE as the Physician or Lawyer who has handled a wide range of Cases, in the same period of time.

This is as true in ADVERTISING as it is in Law, Medicine, or Engineering—only more so.

The Advertising Writer who boasts of having held a *single* posi-

(Continued on page 113)

Announcing New Rate

for

MOTION PICTURE CLASSIC

Effective with the February, 1918 issue.

Page rate will become . . . **\$210.00**

Two columns will become . . . **150.00**

Line rate will become . . . **.50**

(Type size is 8" x 11". 3 cols., 2 3/4" x 11". 462 lines to the page)

THE MOTION PICTURE CLASSIC is a different magazine, unique in many respects—its covers are reproduced in five colors by the rubber offset process, and nearly *EVERY* inside page is printed in roto-gravure—82 in all.

These delicate brown and green tones are found only in the MOTION PICTURE CLASSIC, and this wonderful photographic process assures an advertiser of an ideal reproduction of his copy.

New Closing Date

Commencing with the February issue, the closing date will become the **15th of the second month**, instead of the 20th as heretofore; i.e., February issue will close December 15th, on sale January 15th.

Frankly. Barry
Advertising Manager

175 Duffield Street, Brooklyn, N. Y.

Western Representative
A. A. KING
Peoples Gas Building
Chicago, Ill.

New England Representative
METZ B. HAYES
44 Bromfield Street
Boston, Mass.

The Boston Post

*Largest Morning Circulation
in the United States*

Half-a-Million

DAILY

The Net Paid Circulation of the Boston Daily Post **Exceeds** the **COMBINED** Circulation

of
these

SIX →

papers

Morning Globe
Evening Globe
Morning Herald
Evening Traveler
Morning Advertiser
Evening Transcript

**The Sunday Post has the Largest
Sunday Circulation in New England**

Eastern Representative—Kelly-Smith Co., 220 Fifth Ave., New York.
Western Representative—C. Geo. Krogness, Marquette Bldg. Chicago.

The Boston Post

FIRST IN

Display Advertising

Here are the totals from January 1st to September 30th
in Boston papers having daily and Sunday editions.

Classified advertising not included

AGATE LINES

Boston Post . . **5,281,273**

Boston Globe . **3,818,853**

Boston Herald . **3,712,194**

Boston American **2,979,651**

Post led Globe by . . . **1,462,420** lines .

Post led Herald by . . **1,569,079** lines

Post led American by . **2,301,622** lines

Here is a

SIX-YEAR RECORD

(January 1st to September 30th)

Showing how the Boston Post is steadily and consistently
LEAVING THE SECOND PAPER farther and farther behind

AGATE LINES

In 1912 Post led 2nd paper by . **354,094**

In 1913 Post led 2nd paper by . **825,847**

In 1914 Post led 2nd paper by . **1,073,687**

In 1915 Post led 2nd paper by . **1,031,807**

In 1916 Post led 2nd paper by . **1,341,251**

In 1917 Post led 2nd paper by . **1,462,420**

Two Cracker-Jack Numbers

November 1st

November 15th

Seventh Annual Buyers' Guide &
Technical Specifications Number

and

The Résumé Number of

**THE
COMMERCIAL VEHICLE**

Without a doubt these will be the two largest issues in the history of the paper.

The Seventh Annual Buyers' Guide and Technical Specifications Number of THE COMMERCIAL VEHICLE will contain complete specifications of every motor truck now being built, in addition to a series of the most painstaking articles that have ever been prepared on the development, design and operation of motor trucks.

Immediately following will appear the **Résumé Number** of THE COMMERCIAL VEHICLE scheduled for November 15th. This will contain the Annual Review of American motor truck makers' plans and products for 1918—a forecast of new models and prices, changes in construction and methods of manufacture and sales outlined for the buyer's information.

Every manufacturer, executive, engineer, dealer and owner interested in motor trucks will read these numbers of THE COMMERCIAL VEHICLE. Both are looked upon as authorities,—directories of incalculable value. Manufacturers who look to this field for business should not miss this opportunity to advertise to this one of the most highly developed markets in America.

Forms close October 27th and November 10th respectively.

The Commercial Vehicle

239 West 39th Street

-

-

New York

tion, with a *single* Advertiser, for a life-time confesses thereby to the *narrow range* of his EXPERIENCE in Advertising.

When EXPERIENCE is practically the *only* Teacher available, in a Calling like Advertising, HE only can *learn* fast and *broaden* fast (can test-out *enough* Theories—compare *enough* Results—and arrive at *enough* Verified Conclusions) who travels from one Advertising Subject to another—from one campaign to another—noting carefully Cause, Result, and Consequence in each, until he has evolved a fairly dependable *set of Working Principles*.

Thus, only, can he accumulate a fund of rounded Experience, and a degree of EFFICIENCY, which parallels that of the *seasoned* Physician.

* * *

So, the very *best* of reasons exists for frequent changes of position on the part of the Pilot-in-Advertising or Salesman-in-Print.

But no such good reasons exist for the too-frequent changes of ADVERTISERS from one Advertising AGENCY to another, as per the records of last year.

That 4,000 Advertising "Accounts" (out of a probable 10,000 total) should have changed AGENCIES in a single year, and that Advertising AGENTS should have changed "Accounts" 4,000 times within a single year, places the alleged odium of "the Wanderlust" where it more *properly* belongs.

The Advertising Writer who "hangs on" to a position *after he knows he has exhausted news-value and interest in the subject* he has been dealing with, may seem a "better Business Man" than he who voluntarily moves on when, for both the Client's sake and his own, he *should* move on.

But, the Hanger-on can never grow to such proficiency, and certainty, in Result-production FOR ADVERTISERS through such "Good Business" tactics.

No man can Plan and Write *continuously* upon the narrow theme of a single advertised Prod-

uct without, in time, staling his Viewpoint and using up his *current* supply of best material and best Ideas—on that single subject.

The more *thorough* he is in developing the BEST POINTS in his Advertising theme, the *quicker* he must stale that Subject for his *next* treatment of it.

Time, of course, and Change of Subject, freshens up Viewpoint on the vacated theme, so that a *later* treatment of it, by the self-same Salesman-in-Print may be much *better* than his first, because of accumulated, ripened and intervening Experience.

So—that "Wanderlust" which certain Superior and Interested Persons attribute to the Copy-Writer as *evidence* of regrettable "Temperament" proves to be the most PRACTICAL of all factors in the development of that PILOTAGE, PLANNING and WRITING of Advertising which is the province of the "Salesman-in-Print."

It may, however, have little or no value in the Soliciting, Space-selling, Space-buying, Checking, and Billing, which constitute the true province of the Advertising AGENT.

Observe here that this article does not impugn the ABILITY of the Physician whose practice has been limited to a single SPECIALTY, so long as he has FIRST been well-grounded (through Anatomy, Clinics and preliminary Practice), on the fundamentals of the GENERAL Practitioner. But where do we find a parallel to these facilities in the Study of ADVERTISING except in the great School of Personal Experience?

The *Earning-Power* of Space depends not at all upon what it costs Publishers to PRODUCE that Space, and Advertising Agents to SELL that Space.

But, it DOES depend, almost entirely, upon the *Calibre* of Plan and Salesmanship-in-Print which FILLS that Space.

So—divested of all personal and "temperamental" preferences, it is highly important for *Advertisers* to consider thoughtfully what

Trade Mark Losses

—are of two kinds: losses of sales to unfair competitors, and losses of profits through expensive and unnecessary litigation. The expenditure of thousands of dollars for legal services may often be avoided by a little forethought.

My services are designed to prevent such losses:—by placing the manufacturer in a position where, if he *must* fight, he can protect all of his rights at the least expense. Booklet on request.

ROY W. JOHNSON
Trade Marks · Trade Names
The Protection of Good Will

Mutual Life Building
32 Nassau Street
New York



Filing Cabinets

For everything that is filed. Finest quality steel, oak or mahogany. Vertical drawers equipped with "frictionless" slides.

Wood Filing Cabinets	"Fire-Wall" Steel Cabinets
Steel Shelving	Safe
Systems for Advertisers	Blueprint File
Transfer Cases	Efficiency Desks
Cut Files	Shannon Files

Check list and mail us this advertisement for complete information.

YAWMAN AND IRBE MFG. CO.

1044 St. Paul St., Rochester, N. Y., and other cities
Filing Devices and Office Systems

CONSTITUTES Safe Pilotage in Advertising and able Salesmanship-in-Print.

The initial purpose of *Literature* is frankly enough to entertain, to enlighten or instruct.

But the initial, and almost the only real, purpose of ADVERTISING is to SELL the thing advertised to the Reader.

The *nearer* it comes to actually accomplishing a Sale the *closer* does the Advertisement come to serving its ultimate purpose.

This—although the Goods, the Idea, the Policy, or the Principle to be sold, may not be "Mail Order" in their delivery, but may be destined to reach the Reader in any other manner.

Again let us say this—to *impress* it:

The nearer the Advertisement comes to actually SELLING the thing advertised to the Reader—to making him or her WANT TO OWN IT or buy it—the *further* has it carried the Purpose of all Advertising.

Stripped of the disguising frills and furbelows with which a Space-Selling profession has clothed Advertising we have here the crux of the whole situation, to wit:

How well worth-while it is for the ADVERTISER to see that "Salesman-in-Print" "takes infinite pains" with every Advt. he writes, with every Thought in each Advt.—and with every Word used to express that Thought, may be judged by the following instance:—

—I have seen a \$5,000 per month expenditure for Space, in Mail-Order Advertising made to produce more than THREE TIMES AS MUCH SALES for the self-same Article, in the self-same Mediums, with that self-same appropriation.

This, through substitution for the usual "Copy" of a single piece of "Salesmanship-in-Print" which it took TWO WEEKS to plan, hatch-out, refine, and finally develop to a point where its author felt justified in releasing it for print.

I have seen that single piece of Salesmanship-in-Print run not

***Display Advertising Records
for the First Nine Months of
1917 Show the Advertising
Drift Toward
The Boston Herald***

By acquiring the amount of lineage lost by the other three newspapers, 572,825 lines, and 65,842 lines additional

**The Herald Gained
638,667 Lines**

The Herald gained in both local and foreign advertising—not one of the other three newspapers gained in either.

Here are the figures, Jan. 1st to Oct. 1st, 1917

	1917	1916	Gain	Loss
Herald	3,733,490	3,094,823	638,667	—
Post	5,289,524	5,521,585	232,061
Globe	3,822,600	4,084,124	261,524
American	3,006,117	3,085,357	79,240

Traveler lineage is not figured in the above tabulation. During this period the Traveler carried 2,732,218 lines. This was 587,366 lines more than its nearest evening competitor.

A very high percentage of the readers of

The Billboard

Member A. B. C.

Make their homes in
TRUNKS

Not only actors and actresses travel but advance agents, managers, press agents, programers, bill-posters, stage hands, electricians, musicians, etc., etc., hence it also pays to use space in The Billboard to advertise

HOTELS

The Billboard Publishing Co.

Subway Central Bldg.
42nd and Broadway, New York City.

Wanted

A first class man with experience for permanent position on staff of Vice President to shape and direct the advertising policy of a trunk line railroad. To save time and trouble to both applicant and employer, kindly send in photographs—1 full length, 1 exact profile view (bust) and 1 front view (bust) full face holding hands close in front of body, one palm outward and other hand palm inward. Call for recommendation and personal interview will come later. "VICE-PRESIDENT," Box 16, care Printers' Ink.

merely for months, but for YEARS, without change, each month EARNING \$5,000 to \$10,000 MORE than the Copy which preceded it, and which would have passed muster with the majority of Advertisers as O. K.

The SURPLUS VALUE of that single piece of Salesmanship-in-Print was thus WORTH as much EACH MONTH as the Space cost, and often twice as much as the Space cost, PER MONTH.

This fact can be proven to the satisfaction of any Advertiser.

It is cited here only as an instance taken from other such Test cases which, in varying degree, proved that Space may be made to earn 25 per cent to 200 per cent more, than it often does, by filling it with real Salesmanship-in-Print.

Is it worth writing "with difficulty" to produce such Results?

The Advertiser who accepts the superficial Viewpoint that Advertising is merely a pleasant form of BOASTING about his Wares, his Institution (or practically himself), even in flawless language, should do this:—

—He should satisfy himself, once for all, by actual Test, that the "mere COPY" which he regards so lightly, CAN be made to DOUBLE the Earning Power of his entire Space-Investment, or it can be made vapid enough to cut its present Earning Power in half—according to the calibre of SALESMANSHIP put into it, or the Selling-Force left out of it.

Ohio Agency Gets New Accounts

The Amazon Rubber Company, Akron, Ohio, is about to start an advertising campaign. The Sloman Advertising Company, Dayton, has been given charge of the account.

This agency has also secured the account of the La French Power Spark Plug Company, Columbus, Ohio.

Now Sole Publisher of Tulsa Papers

Eugene Lorton has purchased the interest of C. E. Dent in the World Publishing Company, Tulsa, Okla., publisher of the Tulsa World and Sun, and is now sole owner.

THIS SORT OF A MAN IS RARELY AVAILABLE

ANY large advertising agency or large advertiser would find him a powerful force for the vigorous, but healthy stimulation of the business.

He is now the successful advertising executive of the biggest concern in the world in its particular line, and could continue indefinitely in that position if he so desired. He is a man of sanely original ideas and is possessed of the ability to carry them out.

Not only is he thoroughly experienced in all of the details of advertising work, but he unquestionably knows how to put into his writing a rare compelling force.

He has been a successful salesman, knows how to select, train and direct salesmen, and has a clear understanding of the larger strategy of business, particularly as it relates to the selling end.

He would undoubtedly be valuable, not only as an Advertising Man, but as a Sales or General Manager, or Assistant to the President, for he knows how to carry responsibility.

The proof of all this is in the record of his past, which is clean and clear and the best possible guarantee of his future.

He is an American, 37 years of age, well educated, happily married and in perfect health. In other words, he is tuned up to haul a big load. He is worth a salary of at least \$12,000 per year.

This sort of a man is rarely available, and this particular man will never again be available, for he will make no change until he finds a business which will claim all of his abilities for the rest of his life.

**Address Post Office Box 109
Pennsylvania Terminal,
New York City**

55,418

*Was the Net Paid Circulation of
The Des Moines Capital
in September.*

This was a gain of 7,223 copies over September a year ago, and a gain of 1,526 copies over the month of August. The circulation for the last day of the month went over 60,000 net paid.

And, as we told readers of Printers' Ink last month that the circulation would reach 60,000 inside of sixty days, we are gratified it reached 60,000 inside of thirty days.

A good deal of the Capital's increase is due to the army cantonment in Des Moines, where there are already 23,000 soldiers, and where there will be close to 50,000 when the draft is completed. But more of the Capital's increase is due to the fact that the Capital is making a first-class newspaper, judged by the

standards of any city, and is aggressively pushing the same.

The Capital at the present time is publishing the war and foreign cable service of the Chicago Daily News, Ambassador Gerard's "My Four Years in Germany," Frank Simonds' critiques of the war, and now the vigorous editorial views of Theodore Roosevelt, as furnished for contemporaneous publication by the Kansas City Star.

Of course the Capital publishes first-class comics, sports page material, the vigorous editorials of its publisher, Lafayette Young.

We urge advertisers interested in the Des Moines field to examine recent copies of the Capital. It has been a good newspaper for many years, but is so far superior to its own past records now as to excite the admiration of the city of Des Moines and the people of Iowa.

The Des Moines Capital

Honest News—Honest Views—Honest Advertising

LAFAYETTE YOUNG, *Publisher*

New York and Chicago Representatives

O'MARA & ORMSBEE

Fair List Prices
Fair Treatment



Their Merit Written Across the U. S. Map

GOODRICH

BLACK SAFETY TREAD TIRES

THE strength and durability of Goodrich Black Safety Tread Tires are ground into the roads of our nation from Maine to California.

Six Fleets of Goodrich Test Cars, heavy cars and light cars, daily write the truth about Goodrich Tires on the worst roads in six widely different regions of our country.

Sand, rock and gravel, and every freak of climate are testing out Goodrich Tires through millions of miles of roughing it.

The answer of this nation-wide test of the Test Car Fleets—an answer told in 300,000 tire miles weekly—is:

The ONE foundation of lasting, resilient fabric

tires is the UNIT MOLD, UNBROKEN CURE, Goodrich has championed alone amongst tire makers.

This is the TESTED TRUTH of Goodrich Black Safety Treads, the TESTED TIRES of America. **BUY THEM.** They must give you lasting full value service.

THE B. F. GOODRICH CO.
Akron, Ohio

Maker of the Famous Silvertown Cord Tires which won the 1916 Racing Championship

Where You See This Sign
Goodrich Tires are Reached



Ask Your Dealer for Them

"Best in the Long Run"

Training Salesmen for Harder Require- ments Ahead

(Continued from page 6)

the respect and confidence of dealers and impress them with the value of good advice and suggestions.

In our business we have found that real-estate salesmen, cash-register, adding-machine, typewriter salesmen, and especially farm-implement salesmen make good material. These applicants have usually had systematic training in sales work and experience in real selling. They are not afraid to work, they are patient and persistent, they have tact and they are willing to put in a full day's work and they have learned how to plan work in advance. "The experienced automobile salesman" looking for a job is usually a better job hunter than he is an order getter—automobile sales in the past have come too easy to develop real salesmanship. Out of 140 wholesale men in a certain automobile sales organization, nearly half of them have had no previous "experience" in the automobile business. Common sense and willingness are better qualifications than experience and assurance very often.

We do not campaign for men from competitors nor solicit men from our own dealers' organization without the consent of the dealer. We have obtained good men who came to us voluntarily from competitors, but competing star salesmen are not on our visiting lists.

The application file in our office-manager's office looks like a list of candidates for the melting pot: they are gathered from all directions and distances and from all tribes and trades, and the experiences and life histories there disclosed would gladden the shades of Dickens and Dumas. But the stocky, solid, well-set man of 30 or 40 with a clear eye, a steady glance, a smile near the

surface, and the dignity and bearing of middle-age *avoids* seems to stand up best under small-town hotel fare and the business cares of the average small dealer. The kind of a man who wins friends easily, confidence surely, respect always and keeps working is the man we are looking for—the rest we can accomplish by training and supervision.

PERSONALITY ALL-IMPORTANT

Yet, of course, among our successful salesmen we have the long, lean and lanky; and we have the youthful in years and in appearance. But we can safely say, I think, that the failure of salesmen lies in their inability to impress and influence dealers through force of personality. Young men of good habits and appearance, industry and intelligence and really good sales ability often fail in wholesale work. Sometimes it is lack of business experience, failure to sense or comprehend the practical needs of the dealer, failure to analyze the dealers' business, pick out the weaknesses and suggest correctives—all they think of is an "order," and the bigger the better, regardless of whether it fits the dealer's business or the territory. Others are not "interested," they do not think or concentrate, their work is a "job," their idea of the job is to "make" a certain number of towns and "pick up" such orders as the dealers may not have happened to mail in prior to their arrival. Of course they don't last long, but they usually last long enough to cost money, and what is more important—they cost valuable time in constructive work in their territory. Again we have younger men who have excellent ideas of territory work and really can give helpful advice and suggestions to dealers, but the dealer doesn't want "kids to come and tell me how to run my business."

Furthermore, the dealer often needs more than just advice and suggestions: he needs to be impressed with his obligations to do certain things and secure certain

results commensurate with possibilities of his territory. It requires tact, quiet but forceful determination, sound reasoning salesmanship and above all that something we call "personality" to make the dealer follow advice and carry out suggestions.

Obviously training and supervision cannot give any man that very personal requirement called personality. Therefore, let us assume that it is far more important that we use extreme care and our best judgment in picking out the right material. Training is important. Supervision far more important than training. The trouble with training salesmen is that the training usually is too theoretical and too academic. Undoubtedly, there are best arguments in favor of any commodity or proposition, and there undoubtedly is a best way to present them from the standpoint of logical sequence. We have found in giving salesmen sales arguments so they will stick, that we have to be very careful not to give them only the text of the idea to be committed to memory, and recited in a certain order. The salesman must use his natural method of expression, so the training should contemplate giving him the sales ideas, not the phrases.

Of course, there are perhaps as many ways of presenting sales arguments as there are different prospects and different conditions under which they must be presented. Again we have to depend upon the experience, ability and judgment of the salesman to determine the right course to pursue in each interview.

The best method of training is a limited amount of lecture work and a much greater amount of sales dialogue work. Hypothetical cases based on typical conditions train the salesman by making him actually do the work under the supervision of the instructor and the class. We have found that this method is by far the most effective, but it must be consistently and regularly carried through to a definite fin-

ish. When the salesman graduates, if the course has been comprehensive and well supervised, he has been given not only the facility to use *all* the "sales arguments" and use them right, but he has been given assurance and confidence. Without a training of this kind under a good, practical instructor, your salesmen go out into the field usually with a few glittering generalities and superficial arguments. If you followed the average untrained salesman, you would be surprised how few sales points he uses, or even knows in favor of his product.

MEN MUST BE WILLING TO KNOW ALL ABOUT THE LINE

We have to be careful not to give the salesman the idea that he is "going to school." We have to overcome his all-too-often assurance that he is a salesman and doesn't have to go to school. If you put him up against a stiff hypothetical prospect, and then show him by practical demonstration where his sales work is weak and his ideas in favor of the product pitifully few, you are going to leave him in a state of mind receptive to ideas.

The writer has heard many a supposedly good salesman foolishly say: "What's the use to know all that? You never can get a prospect to listen to it all." It never occurs to him that the only way to answer all prospects' questions and objections correctly and convincingly is to answer them from a broad fund of information; and that the only way to inspire the confidence of the prospect in the salesman and in his goods is to be able to answer questions and objections correctly and convincingly. The prospect likes to do business with the salesman who knows his line.

A two weeks', or a two months', course, however, is not sufficient to give a salesman this knowledge and ability. The supervision and help which he receives after he gets on the job is very important. "Sales helps" and house-organs



Every account in this agency has come to us on the proper basis. That, we are confident, is one reason why our list of clients is permanent.

Power, Alexander & Jenkins
General Advertising
Detroit



Why Don't They All Use Fountain Pens?



The members of the Y. M. C. A.—over 700,000 of them—are busy, active, young men, business men and professional men.

Many of them own fountain pens but thousands do not.

They all know what a fountain pen is and they all do more or less writing every day. Yet they haven't bought.

Some manufacturer of good

fountain pens is going to tell these men why they should buy fountain pens and why they should buy one particular kind. Will it be you?

Association Men, the official organ of this "greatest men's club in the world" will carry the message. The new size display page measures 7 x 10 inches. The rate is 40 cents a line, \$168 a page.

ASSOCIATION MEN

A. P. OPDYKE, Advertising Manager

JAMES I. PECK, Eastern Representative

124 East 28th Street, New York

HARLEY L. WARD, 19 S. La Salle Street, Chicago.



HOSE little services so difficult to list because so varied and so personal; the quick intelligence that appreciates the requirements of your business and sees how to help—and helps; backed by an organization with the capacity and equipment to render complete printing service—there you have what one customer offers as the reason for the quick growth of

SATURDAY NIGHT PRESS, Inc.
DETROIT • *Printers* • MICHIGAN

Advertising Illustrator Wanted

A large New York corporation, extensive advertiser in a technical line, with a highly organized advertising department, desires to add to its staff on part or full time a man or woman who has the gift of designing suitable illustrations and attractive layouts. The art gift and perception are essential and a considerable degree of artistic ability is important.

Applicants should state age, training, experience and salary expected, and be prepared to submit samples of work.

Address "A. N.," Box 15, care Printers' Ink.

should be planned to give the salesman two things. First, good practical commonsense sales information; and second, genuine enthusiasm and optimism based on real facts. Usually these publications are spoiled because they publish forced enthusiasm, platitudes, bromides and hypothetical fibs. A keen and practical salesman can sense the unreal from the real in the first paragraph, and he loses confidence in the whole publication. Your house-organ must be edited by a man who has had some practical experience with the conditions under which the salesman works. He must stick absolutely to facts. He can be just as cheerful, enthusiastic and optimistic as he likes, provided he bases his inspirations on practical field conditions which appeal to the reason of the salesman.

Then too, great care must be used in the kind of letters the boss sends out to the man on the job. Too often this work is turned over to an assistant, or even a clerk who uses a stilted form of expression in a very patronizing way, and tells the salesman to stop off at Sanford on the way from Boston to Portland, when Sanford is some thirty-five miles north of the traveled route and on a branch line.

NOT WORTH TRYING TO SAVE

The "givemhel" letter is usually an opportunity for foolish sarcasm. The salesman requires two things on the road: encouragement and constructive suggestions. When he repeatedly fails to understand instructions, deliberately refuses to carry them out, or gets drunk and goes on a joy ride, a telegram to report at the office is better than a letter. A little heart-to-heart talk will soon determine whether the man should be fired or retained, and I believe that every man who deserves a "givemhel" letter should be fired and not written to.

Salesmen meetings and conventions are not a good thing unless they are of an intensely practical nature, and a programme provided full of helpfulness and en-

"We read, devour and enjoy everything contained in the 'Gaco Ramrod'."

Part of a letter written by Mr. F. F. Tieney, superintendent of the Susquehanna Silk Mills, Marion, Ohio, to the Pittsburgh Gage & Supply Company, Pittsburgh, Pa.

The David Gibson Company produces the "Gaco Ramrod" for the Pittsburgh Gage & Supply Company, one of the largest hardware jobbing houses in the middle west.

Write for a copy of our book "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY
812 Huron Road :: Cleveland, O.

IF YOU knew of how I am saving money for advertisers by furnishing mats and stereos that give the same printed results as electros, I believe it would be information which you could use with profit.

J.T. BUNTIN INC.
MATS
AND STEREOS

209-219 W. 38th St., New York

The Open Road to the Officers of the Army Infantry Journal

(Published monthly in Washington, D. C.)

A long-established, high-class, professional magazine.

Paid Circulation has increased 300 per cent since the declaration of war.

Reaches directly 10,000 Officers of the Army. No newsstand circulation.

The Open Road to Advertisers who wish to reach Military Men.

Rates on Application

INFANTRY JOURNAL

Union Trust Bldg.

WASHINGTON, D. C.

—LYON—

(Lyons)

REPUBLICAIN

The principal daily newspaper in Central and Southeastern France

Daily Circulation: 200,000

Advertise in

LYONS

the great industrial and commercial metropolis.

LYONS

the centre of French imports and exports with America.

LYONS

the home of the annual Fair intended to replace the Leipzig Fair.

LYONS

where all international routes meet.

LYON

RÉPUBLICAIN

LYON: 6, Rue Childebert
PARIS: 2, Rue des 2-Colonnes

Foreign Advertising Representatives
Société Européenne de Publicité
10 Rue de la Victoire Paris

American Advertising Representatives
Collin Armstrong, Inc.
1463 Broadway New York

couragement, and really workable information. Too often the convention becomes a vacation and a period of relaxation, and all the salesman carries away with him is a memory of the evenings he spent and a dark brown taste from the banquet; and the more general the meeting, the larger number attending, the more likely this is to be true.

If the boss can get out on the job and meet two or three of his salesmen at a certain point, they can usually have a far more helpful convention at very much less expense than they can by "bring-'em-all-in." The larger the sales organization, the larger the boss must multiply himself by capable assistants. No one man can hope to handle more than fifteen or twenty salesmen, and get any personal touch in his correspondence, an intimate personal knowledge of the characteristics of each salesman, or any intimate personal knowledge of the real conditions under which the salesman works.

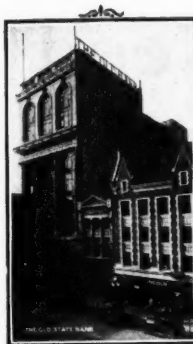
When we begin to realize the importance of the work of the men in the field, we will begin to use more care in picking out material, more care in preparing men for the field, and far more care in giving them helpful supervision day after day, month after month, and even year after year, when they are on the job.

That organization is fortunate which can permit of promotion of salesmen to the bigger jobs. There is no incentive like the incentive of opportunity; and there is no salesman worth a tinker's dam who hasn't sufficient ambition to require a reasonable promise of opportunity. The organization which has not the bigger job ahead, can always hold out the bigger remuneration proportionate to results obtained.

To Advertise Steel Auto Wheels

The Detroit Pressed Steel Company has begun trade-paper advertising for pressed steel disk wheels for touring cars. The plans are to include general mediums in the near future. The Power, Alexander & Jenkins Company, Detroit, is preparing the campaign.

EVANSVILLE IS RICH



Three New
Bank Buildings
In Evansville



The other day Evansville, Indiana, decided that an institution of higher education was needed and by personal subscriptions in a ten-day campaign raised a half million dollars for a new college. Her bank deposits are \$31,000,000.00. In the past two years, three beautiful national bank buildings, costing a half million dollars each, have been erected. Agricultural wealth, coal wealth, the wealth of commerce, the wealth of manufacturers flow in and out of Evansville banks. Her bank clearings are \$11,000,000.00 per month. The strong, confidence inspiring, most widely circulated newspaper in this rich and responsive field is

THE EVANSVILLE COURIER

Facts and figures, about Evansville and its remarkable newspaper, yours at the hint.

THE JOHN BUDD COMPANY, Advertising Representatives
BURRELL BLDG., NEW YORK TRIBUNE BLDG., CHICAGO CHEMICAL BLDG., ST. LOUIS.

PARSONS PAPERS

OLD
HAMPTON
BOND

From Writer to Reader Unmarred

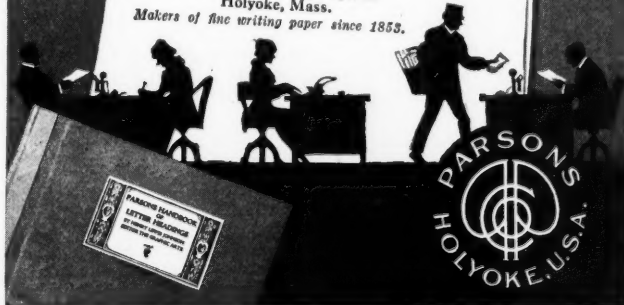
The character and beauty of Parsons Papers survive the stenographer's eraser and the mail man's pouch. Naturally! Every sheet is made of tested material, by advanced methods and by men skilled in the ways that lead to quality.

The Parsons Handbook of Letterings, an authoritative textbook on letterheading practice, will be sent on receipt of 50c. to executives who write for it on their business stationery.

When in need of GOOD paper, specify PARSONS.

Parsons Paper Co., Dept. 16
Holyoke, Mass.

Makers of fine writing paper since 1853.



Do You Need More Capital?

There Is No Reason Why a Reputable Business, Fundamentally Sound, Should Not Have Sufficient Working Capital to Enable It to Enjoy the Profits of "Capacity Output."

The difference between "present output" and "capacity output" is the difference between a "small profit" and a "satisfactory profit."

If your only reason for not doing a larger business is a lack of sufficient capital, take up your affairs with us and we will advise you what can and ought to be done.

After satisfactory investigation we will lay out a new financial program, and direct how and where the necessary funds are to be raised.

If your enterprise is sound—if the personnel of the management is what it ought to be—if you can show a reasonable return on the investment—there is no reason why you should not have the funds necessary for the full development of your business.

CLAYTON E. BAILEY & CO.

Permanent Financing for Corporations

Astor Trust Building

5th Ave. & 42nd St.

New York City

Making the Goods Stay Sold

Making Your Product "Stay Sold" Is a Sales Problem Pure and Simple, and Is Worthy of Care and Attention, Says Wholesaler

By J. W. Hamilton

Sales Manager, Finch, Van Slyck & McConville, St. Paul, Minn.

WE have heard a great deal during the past few months, about the "returned goods evil" as it exists in the retail field. There is also a returned goods evil in the wholesale field, and while it does not assume such alarming proportions as it does with the department stores, it is big enough to be worthy of close attention. I believe that solving this problem comes within the province of the sales manager; for certainly goods are not sold until they will *stay* sold. Moreover, I know from personal experience that cutting down the percentage of goods which are returned is largely a selling job; if the house can sell to the retailer the idea that what he buys he must keep, and can sell to the road salesmen the idea that it is up to them to help the house and not help the retailer primarily in this matter, the percentage of returned goods can be made to take a sudden slide downward.

To begin with, there is always a certain percentage of returned goods that is the house's own fault, and then there is nothing to do but to write and apologize, crediting the retailer with the amount of the purchase. If the wrong goods have been sent, or the materials have proved not up to specifications, you will have to "grin and bear it." I propose in this article to deal with the goods returned for no really good reason, which the retailer could retain and sell if he would make up his mind to do so.

The first thing needed in getting after this problem, is an accurate record of where you stand. Every three months or oftener, a statement should be made showing the shipments, during the past quarter, of each salesman on the

road, and the amount of his shipments which have been returned. The percentage of returns to shipments should be figured, and compared with the percentage of returns to sales for each quarter of the past year. If the house is divided into departments, a record should be made of the sales of each department for the quarter, and of the amount of returns charged against each department for the same period. Many times returnable goods are directly attributable to bad buying, and when the record in black and white is shown to the buyer for that department he is impressed with the necessity for being careful—especially if the percentage of returns to sales for his department is shown as compared with the same percentage for other departments. Sometimes the mere presentation of these records to the men concerned will be enough to bring about a great improvement.

VALUE OF ANALYZING REASONS FOR RETURNS

However, it is not sufficient to know in what quantities goods are being returned for credit by retailers. It is also important to analyze the reasons which exist for this condition. It is therefore wise to take frequent periods of thirty days or so, and analyze the causes for all returns during that period, grouping them together and arranging the reasons in the order of their importance. Thus it may be found that slowness in filling orders is responsible for the return of goods, the customer having become impatient because of the delay and having bought elsewhere. It may be found, again, that carelessness of order fillers causes annoyances to customers, orders being improperly

filled. A few meetings of the order fillers and heart-to-heart talks by some executive of the business, will work wonders in improving conditions. Incidentally, when the reason for the return of goods is discovered, i. e., a defect in merchandise a statement of it should be made on a tag or form of some kind, and this tag should accompany the goods without fail when they are put back into stock for resale. If this is not done, they are apt to be sold again under the same circumstances, and come back again.

One of the greatest helps which could be devised in handling this whole matter, would be for the various associations of wholesalers to get their members together and agree upon methods of procedure in handling returned goods. If all the men in the same line of business would follow the same rules, the customer would be apt to think twice before he tried to take advantage of any one house in the matter of unjust return of goods. As a matter of fact, goods are *never* justly returnable unless the orders were not correctly written up and filled correctly, and only then if the goods are returned within a specified and agreed length of time after receipt. If the wholesalers would get together and come to an agreement upon this problem, their views could be incorporated in the individual catalogues of the various houses and then the retailer would know our side of the problem.

TEACHING SALESMEN TO SELL MORE CAREFULLY

When the percentage of returns to total sales has been figured for each man on the road, a great difference will be found to exist between their records, due to the personal ability of one man to make his goods "stay sold." It is well to ask the two or three best men you have to write down their methods of persuading the retailer not to send back goods with which he believes himself dissatisfied, and then scatter these written expressions broadcast among the other

men on the sales force. Incidentally, the very fact that each man's record is being scrutinized closely by some one in authority, will make a big difference in their handling of cases which arise during their tours among customers.

When the tabulated statements of the standing of each man have been made up, it is well to give them wide publicity among the salesmen, perhaps through a bulletin, or in the house-organ if one is published. Do not, however, comment upon anyone's bad record, as a man who feels he is being "picked on" is a liability instead of an asset to the sales force. Personal letters might be written to the men with unduly large percentages of returns, pointing out that better handling of this problem means more money for them, and bigger profits to the house. It may even be thought advisable to make a contest out of it, and give the man with the lowest percentage of returns on a year's business a few days' extra vacation, or a present of either cash or merchandise.

As a part of the training of every salesman on the road, the lesson should be thoroughly instilled that he must not sell goods of which the house's stock has been exhausted. He must also be cautioned to write his orders carefully and completely so as to avoid the possibility of confusion in the departments, and which will give the customer an excuse to send goods back.

Most important of all, however, is driving home the principle that he *must not oversell his customer*. This is perhaps the most fertile cause of the returned goods evil at the present day. Even if the customer himself is rather reckless and will order larger quantities than his trade will absorb, it is wiser to restrain him than to give him his head. In the long run, it makes for better business and more business, because the man who is overstocked is neither in a position to buy next time the salesman calls, nor is he in a friendly frame of mind toward the house which permitted him



Courier of Soldier and Civilian

Our troops are now on the firing line in France. While at home every instrumentality of our government and private industry is being urged at top speed to insure victory. The telephone is in universal demand as courier, bringing to the front men and the materials of war.

From the farms the telephone courier brings food-stuffs; from the mines the telephone courier calls forth metals; from the factories this courier gathers manufactured products. The telephone courier leads troop and supply trains to the front; summons fighting flotillas and transports;

and, in fact, leads practically every contributing unit of supply to the firing line.

At such a time, when the government is straining at its task and every industry is loyally contributing its energy, this national courier is constantly being used to call up the reserves. It is at the base of every contributing activity.

The right of way must be given to the military for the direction of troops and to the government for the marshaling of endless supplies. To do this, and also make the telephone serve all other needs, both patriotic and private, all must economize.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



Saskatchewan's Crop

Conservative Estimates show that the value of the grain crop of Saskatchewan will this year exceed by about \$125,000,000 that of the previous record year. The following figures as announced by Premier Martin tell the tale:—

	Bushels	Av. Price	Total Value
Wheat	130,303,735	\$1.95	\$254,092,283.00
Oats	109,772,325	.60	65,863,395.00
Barley	14,905,876	1.00	14,905,876.00
Flax	8,715,762	3.00	26,147,286.00
			<hr/>
			\$361,008,840.00

These figures mean that the people of Saskatchewan will this year have **\$125,000,000.00 more to spend** than in any previous year of the Province's history—a fact that National Advertisers cannot afford to ignore.

SASKATCHEWAN BUSINESS

To secure a fair share of Saskatchewan business, advertisers should provide for a generous advertising appropriation for space in

The Regina Morning Leader

"Saskatchewan's foremost Newspaper"

THE MORNING LEADER carries more paid advertising and has a greater paid circulation than any other Saskatchewan newspaper.

Full particulars as to advertising rates, circulation, etc., may be obtained from any recognized agency, or from the following special representatives:

Montreal.....R. Bruce Owen, 123 St. Peter Street
 Toronto.....Edgar J. Guy, 302 Royal Bank Building
 New York.....L. Klebahn, 1 West 34th Street
 Chicago.....Henry De Clerque, 800 Mallers Building

Member of A. B. C.



to get into such a predicament.

Sometimes salesmen, in their eagerness to make a good record, will urge the customer to buy goods with the argument that "if you don't like them when you see them, all you've got to do is to send them back." This should be discouraged in the strongest terms, and the salesman must be made to understand that returning goods unless there is a good reason to do so, is absolutely unfair to the interests of the firm. In our own house, we try to get our salesmen to go through the retailer's stock before beginning to take his order, so as to make sure that there will not be an item unwisely selected duplicating goods already on the customer's shelves, and that the new goods will not be ordered in quantity disproportionate to the amount of the same sort of material sold in the past.

CUSTOMERS THEMSELVES MAY BE TAUGHT TO HELP

A direct appeal to the customers themselves is very valuable if it is couched in diplomatic terms. Naturally, you cannot tell the retailer that you find returned goods a great evil, or he will think there is something wrong with your house and its merchandise. If you tell him you want to avoid returns in his particular case, you will simply hamper his buying or perhaps lose the order altogether.

Ask customers before goods are returned to do the salesman the courtesy of notifying him in writing, so that he can investigate the matter. If he is given the time, he can often resell the goods to a nearby customer so that the loss is slight. As an alternative to notifying the salesman (who may be hard to locate in a hurry) persuade the trade to notify the house itself.

Another vital point is to make it plain to your customers that when goods are returned you expect a statement of the reason for this action. As time goes on, the customer will dislike to express his reasons unless they are sound ones, and the knowledge that he

WORDS THAT WORK AND WIN!

BUSINESS-BRINGING
BOOKLETS, FORM LETTERS,
FOLDERS, PROSPECTUSES
OR ANY OTHER KIND OF
ADVERTISING OR PRINTED
MATTER COMPILED, RE-
VISED OR EDITED.

WE ARE EXPERTS IN SUCH
WORK, AND KNOW WHAT
TO SAY AND HOW TO SAY
IT, AND HOW IT SHOULD
BE PROPERLY PRESENTED
TYPOGRAPHICALLY.

ADDRESS

"Producing Publicity,"
BOX 12A., c/o PRINTERS' INK,
NEW YORK CITY

Wanted

by long established Technical Mag-
azine, an

Advertising Manager

This magazine, with the largest circulation in its field, requires a man who knows the technical field, and who is well acquainted with the advertising agencies.

Due to the death of the Secretary of the company, who was also the advertising manager, it would be necessary that his successor should invest a few thousand dollars in the company, thereby becoming a stockholder.

However, money alone will not fill the position. The applicant must know the business.

The publication, which doubled its circulation in one year, has a national circulation close to 100,000 copies and is considered an authority in its field.

A remarkable chance for the right man. All communications will be considered strictly confidential.

Address A. R., Box 11, care P. I.

We Need a Successful Writer-Salesman

who is, first of all, a systematic business man. He must be able to originate and develop merchandizing ideas. He must have enough technical trend to enable him to plan and write trade and general magazine copy, direct matter and catalogs on automobiles, auto accessories and other semi-technical subjects.

To such a man we offer a REAL OPPORTUNITY to become a permanent member of our organization.

Tell us why you think you are the man we need—your experience, your age, and what salary you expect. Include samples of your work.

McLain-Hadden-Simpers Co.
Advertising
210 W. Washington Square
Philadelphia, Pa.

Opportunity Knocks For Some Young Man

There is a live opening in the Advertising Department of large national advertiser in Middle West.

What we want is a bright, dependable young man with initiative and preferably at least a fair experience covering publications, street car and outdoor mediums.

Want especially a man with trained artistic judgment in originating and developing color advertising, all kinds—both lithographic and process.

This man will also have supervision of accounting and service details—large varied appropriations.

Initial salary will be modest—but fair—and right man will be taken care of suitably as he demonstrates his worth.

Interview will be arranged either in New York or Chicago. Give full details in first letter, which will be considered strictly confidential.

"E. G.," Box 12, Printers' Ink

must tell why the goods are being sent back will persuade him to keep them. As a matter of fact, you are making your customer a better merchant when you make him realize that he must stand on his own feet, and cannot pass on his mistakes to the wholesaler. If there is a definite agreement with the retailer about the length of time which may elapse before the privilege of returning goods expires, and as to the other conditions, it of course greatly simplifies matters.

Retailers who are exceptionally prone to return goods to you may be made the subject of a little special "missionary work." The claim department can readily sort out those retailers with whom returning goods has become a habit. Then a good, stiff letter can be written, assuming, however, that the merchant does not realize how much of his purchases he is returning; listing his recent returns for him; and telling him plainly that when the losses on returned goods are taken into consideration, the profits on his business are so small as to be microscopic. It may be also be well to put into effect a rule that if goods are held longer than a definite short time—say ten days—the credit allowed will not be for the face of the bill but a percentage of 10 per cent or so will be deducted to cover the cost of handling.

Some houses never permit goods to be returned to them until they have sent the customer a special form to be pasted on the outside of the package before it is shipped; and of course this form is not mailed to the customer until the house is satisfied that the claim for return is a just one. Whether this is done or not, it is well never to accept a package from the railway or express company unless it shows the name of the shipper. In this way much confusion can be avoided.

In the last analysis, this whole problem is a selling problem pure and simple. Too many sales managers seem content to believe that it is merely a matter for an adjust-

OUR MOTTO:**Posters that please Satisfied customers**CABLE ADDRESS:
STEINGART, CHICAGO**A. STEIN & CO.**1143 TO 1157 W. CONGRESS ST.
AT RACINE AVENUEADVERTISING
DEPARTMENT

CHICAGO, U.S.A.

NEW YORK BRANCH
104 FIFTH AVENUE**PARIS
GARTERS**

No metal in the material

Children's
Hickory
Garters

July 29, 1917.

National Printing & Eng. Co.,
Tribune Bldg.,
Chicago, Ill.

Gentlemen:-

Attention Mr. Fisher -
Commercial Dep't.

Most of the executives of this Company have seen the new 24-sheet PARIS GARTER poster, which you have just completed for us. Their unanimous opinion of it is that it is one of the best posters ever made for us.

Considering the difficult subject it was necessary for you to handle, and appreciating the problem it is to-day to secure good printing inks, we feel that you are certainly entitled to our congratulations.

The writer has bought many posters of you in the past, but in this particular instance he believes you have surely outclassed all previous efforts - and in the vernacular of the day, that is certainly "going some."

Yours very truly,

A. STEIN & COMPANY

Joseph M. Kauer -
Advertising Manager.

JMK/MC

**PARIS
GARTERS**
No metal
can touch you

25¢
35¢
50¢

A. STEIN & CO.
CHICAGO NEW YORK

Reproduction of 24-sheet poster referred to above

We shall be pleased to furnish ideas and estimates for special posters, window trims, cardboard cutouts, displays, fiber and cloth signs, etc. Write us your requirements.

NATIONAL PRINTING & ENGRAVING CO.

COMMERCIAL DEPARTMENT, Tribune Building, Chicago, Ill.

Two Advertising Campaigns

"I was recently in touch with two different campaigns which were conducted by two nationally known soap manufacturers. One had a crew which distributed samples and literature to the homes; the other supplied the samples and literature to the grocer for distribution, charging a nominal sum for each sample cake and the literature wrapped about it.

"This second manufacturer used *local newspapers* for advertising the fact that free samples and literature on his product could be obtained at the grocery store. Most of the grocers felt their importance as factors in the campaign, coached their salesmen to give each customer a sample cake and to tell him about the economy and excellence of the soap. **THIS CAMPAIGN WAS EXTREMELY SUCCESSFUL.**"—From an article in *SYSTEM*, the Magazine of Business, Dec., '16.

The Local Newspaper is the greatest advertising power known. It is the closest to the hearts of the people. It is their friend, their counsellor and their chronicler.

Fifteen of the Best in New England

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 22,462
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,400
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT., POST and TELEGRAM
Daily Circulation 35,064 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,948
Population 73,144, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

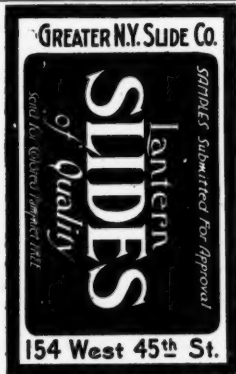
ment clerk to handle. Such a policy is a mistake. I know personally, and I am sure that business experience in general will bear out my views, that nowhere does an active, aggressive and intelligent selling plan bear quicker fruits than when it is applied to the problem of lessening the return of goods.

A "Better Business Letters" Convention

A new idea in business conventions will be inaugurated next week in Worcester, Mass.—a "Better Business Correspondence" convention, to be held in the assembly hall of the Norton Company, maker of grinding wheels. Three sessions will be held on October 15 and two on October 16. Among the speakers will be Charles R. Wiers, chief correspondent of the Larkin Company, Buffalo; John J. Morgan, of the John J. Morgan Advertising Company, Inc., Boston; L. A. McQueen, correspondence critic of the B. F. Goodrich Company, Akron; E. P. Cramer, correspondence critic of the Goodyear Tire & Rubber Co., Akron; Professor George B. Hotchkiss, of the New York University School of Commerce, Accounts and Finance; Professor Paul T. Cherington, Harvard University; H. N. Rasely, correspondence supervisor of the Norton Company, and Nelson C. Durand, vice-president of Thomas A. Edison, Inc.

Death of Prominent Spokane Merchant

E. C. Paterson, general manager of the wholesale branch of the Spokane Dry Goods Company, Spokane, Wash., died last month as a result of an automobile accident. He was a brother of R. B. Paterson, president of the company. Besides its wholesale business, the Spokane Dry Goods Company conducts the Crescent and the Palace stores in Spokane.



NATURE HAS BEEN KIND TO PORTLAND MAINE

It has placed her at the gateway of the great state of Maine and endowed her with attributes that attract to her not only the tens of thousands of summer visitors from everywhere, but the sturdy stock that has taken root here and made it Maine's greatest city. The

EVENING EXPRESS

Serves alone, and well, this great community every afternoon. If you have a message it will carry it into about nine out of every ten homes in Portland and suburbs.

*The Julius Mathews Special Agency
Boston—Chicago—New York*

A DOLLAR APIECE

from every male in this great country, man, boy and baby boy, would about equal the

\$46,600,000

war orders recently placed by the U. S. Government in

BRIDGEPORT Connecticut

more business done here without fret or fuss than anywhere else of its size in the country. The

Post and Telegram

Largest Connecticut Circulation and getting larger every day.

*The Julius Mathews Special Agency
Boston—Chicago—New York*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, OCTOBER 11, 1917

German Business Espionage No Model for U. S.

Which is to survive, the American plain-dealing method of business, or the German secret service method? Both cannot endure. To pose the question, any American will say, is to answer it, but, even if it draw an impatient reply, the question may serve to fix the alarming prospect for the world's commerce which a German victory, even partial, or a negotiated peace, would imply.

That there are two codes of business morals in vigor has long been known to those having intimate knowledge of the international trade. Lack of exact information on the German code, however, caused it to be made light of and readily overlooked. An article in the October 4 issue of PRINTERS' INK on Germany's

business spies and how they work brings out in such definite form the systematic way in which the German Government has organized all its resources—diplomatic, military and commercial—for the furtherance of the "economic penetration" by Germany, that to ignore it further would be stretching the ostrich method in business to the point of stupidity.

The well-informed had warned the world of the direct purposes of the great military preparations which Germany was openly making for years before August 1914, but the warnings of the experts were promptly forgotten when some interested German agent pronounced them absurd, and now America is paying a very high price for its failure to heed the warnings. The experts of Europe are to-day asking if Germany, after forcing practically the whole world to take up arms, will force it also into the new form of warfare in which the whole resources of the American and other governments must be employed, not indeed to imitate the German methods, but to uncover them and to keep the world safe for honesty in trade. The day has gone by for making light of Germany's underhand operations. The British Government recently issued a warning on their dangerous and far-reaching character even in this hour of crisis for Germany, announcing that Germans had been discovered actually trying to get possession of English coal mines.

It is now well understood that one of the main purposes of the destruction by the German submarines of the merchantmen of the adversary and neutral nations, and in particular of the British, Norwegian and American trading ships, is to advance the German campaign for domination of the world's commerce. This submarine warfare should be considered by American business men as a sample of the fiendish violence and want of scruple which Germany will show in pushing her trade war.

The German Ambassador in the foreign country, as the United

States Government has been revealing in the case of Count von Bernstorff, is the expert leader of the organized spy system, the briber and the promoter of crime to further the interests of his country. His whole training and his manner of operation as the head of an organization whose aim is to take unfair advantage of others, and to do this ruthlessly, relentlessly, atrociously, with untiring persistence and infinite ingenuity, are an indication of the well-defined plans of the German Government for beating down competition in the domain of trade as well as in that of politics and diplomacy.

The American business man's frank smile, his hearty handclasp, his honest methods and his scorn of what is mean and underhand do not disarm the German; indeed they encourage him in his confidence that guile and underhand dealing will make an easy victim of frankness and simplicity. And yet American sincerity must be vindicated, must be assured of permanent victory. To this end American business must lend its utmost efforts to making sure that there will be no half-way peace, no negotiated peace, with Germany, but that the system which has given birth to the spy methods in trade must be destroyed at its roots.

Letter Tax May Mean Better Letters

Higher costs and resulting higher prices are not an unmixed evil by any means. They show us how we may trim our expense account, cut off extravagant and unnecessary items and thus effect economies that under ordinary conditions would never be thought of.

America has owned up to being the least thrifty nation in the world; perhaps it has made greater strides toward thrift in the six months since the war began than in the previous half century of national life. Bond-buying education, food saving, the campaign against waste in general have all been powerful in teaching

thrift. But the most potent force in this respect has been the greater cost of the necessities of life. In most households it has been imperative to lop off extravagances that had been considered—if at all—with careless disregard.

Business economies have been brought about in similar manner. Now comes the great revenue bill, with its numerous applications to business—many of them small in themselves, but vast in the aggregate. The excess profits tax has been provided for by manufacturers, who have made reservations from earnings to meet it, but how about the 50 per cent increase in the cost of first-class postage? True, it is only a matter of a cent on each letter, but this is \$3,000 a year added to the general expense of a concern sending a thousand letters a day. Hundreds of manufacturers mail many times this number.

One large company has determined upon a greater use of postal cards in routine correspondence. Acknowledgments of orders and of letters that require only a brief reply can very well be made on a postal card, it would seem. Many requests for prices could be filled in the same way. It is perhaps not unreasonable to assume that every business of any considerable size has certain classes of correspondence that can be taken care of with postal cards as well as with sealed letters.

One method of postage saving that has been in force for some time, especially among public-service corporations and certain large department stores, has to do with their system of billing. A perforated stub is attached to monthly bills on which are typewritten the sum total of the account and the date upon which the invoice is rendered. Something like the following is printed on the stub: "A check is the best form of receipt. If payment for the above account is made by check, no receipt will be given, unless requested. Simply tear off and return this slip and enclose with your check." It may well be imagined that corporations like the New York Tele-

phone Company, Consolidated Gas Company of New York, Commonwealth Edison Company of Chicago, etc., have effected a large annual saving by this procedure.

Canada's experience with an increased first-class postage rate is enlightening. The added burden on business houses has had the effect, according to an article that appeared in *PRINTERS' INK* on September 13, of raising the quality of advertising matter mailed under this classification. It follows that there has, no doubt, been closer scrutiny of all business correspondence. Unnecessary letters have not been written and the selling message in the needed letters has been strengthened.

Adversity has its uses, even when it comes in the guise of a one-cent tax on letters.

Crossed-Wires on War-Time Advertising Ethics

One of the rather amusing instances of crossed-wires that has resulted from the effort at Washington hurriedly to place the country on a war basis has to do with the propriety of the use of electric signs for advertising purposes at a time such as the present, when the conservation of fuel is important. Incidents such as this conflict of official opinion with respect to advertising ethics will be construed in some quarters as additional evidence of the need for the formulation of a general Governmental policy with respect to war-time advertising.

Not long ago the Coal Committee of the Council of National Defense undertook a campaign of discouragement of the use of electric sign advertising on the ground that the production of the current necessary to illuminate the electrical signs required coal that might better be employed in other uses. Electric sign advertising was all but denounced as an extravagance, although Liberty Loan Committees throughout the country had lately encouraged many banks to provide special electrical

display designed to further the sale of war bonds.

Now as though in further contradiction of the repressive campaign on the part of the Council of National Defense comes the launching by the United States Food Administration (likewise, be it noted, an exponent of conservation) of an electric sign campaign that is proclaimed "probably the biggest thing of the sort ever undertaken." According to the plans of Administrator Hoover and his aids the slogan "Food Will Win the War—Don't Waste It" will be blazoned in every city in the country.

As though to give this particular electric sign campaign Governmental sanction and endorsement such as has never heretofore been extended, the advertising messages of light are to be displayed on public buildings. To that end the United States Treasury Department and municipal authorities in various cities are co-operating with local electric light companies and the advertising agencies that have volunteered to arrange and place the signs. Thus the Treasury Department has granted the right to use the exteriors of Federal premises in the principal cities, including the post office buildings which are under its charge. The Trenton, N. J., post office supplied the first location of this kind and Philadelphia and other cities have followed suit.

Meanwhile another angle of the advertising status of electricity in war time is disclosed in the advertising copy of the Edison Company, of the manufacturers of Detroit Electrics, and of other electric vehicles wherein the need for gasoline for the military necessities of the United States and our Allies is made an argument for the purchase and operation of electric automobiles. Officials at Washington explain the manifestations of cross-purposes in current propaganda as due merely to an excess of zeal on the part of officials or volunteer executives, each of whom allows his own crusade to eclipse all other considerations.

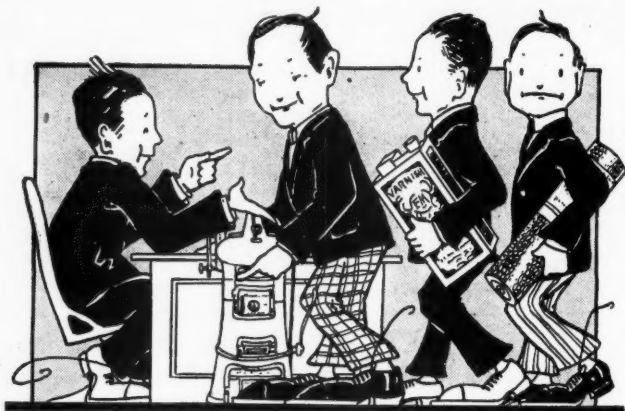
BARNES' SPRING DRIVE

THE BROCHURE which the Research Department has been compiling for you the last two months will be in your hands about October 15, 1917.

It will be an intimate comment and survey of present Small Town Conditions and should be of tremendous interest to every advertiser and agent who wishes an accurate cross-section of the prosperous country field.

Barnes leaves on his next trip in November





7 $\frac{1}{10}$ % Contemplate building places of business

SEVEN and one-tenth per cent—more than 14,000 Extension Magazine readers—are seriously considering the building of business places! Not thousands, but millions of dollars, will be spent for lumber, iron, steel, concrete, roofing, paints and varnishes, as well as for plumbing supplies, heating supplies, electric fixtures, etc.

These are no ordinary guess-work estimates. They are the result of an unbiased, comprehensive analysis of Extension Magazine's circulation. And remember that they represent a reader influence that is individual and distinct

—that cannot be secured through any other advertising medium.

Not only to prospective builders but also to each one of the remainder of its more than 200,000 Catholic subscribers, Extension Magazine carries a personal message of sincerity and optimism. An advertisement in such a magazine is therefore bound to produce results.

Its readers have faith in Extension Magazine—faith in its articles, its editorials, and its advertisements. It is the sort of trust that wins confidence and good will.

Extension Magazine

"More than 200,000 subscribers, the cream of America's 17,022,879 Catholics"

GENERAL OFFICES

223 West Jackson Boulevard

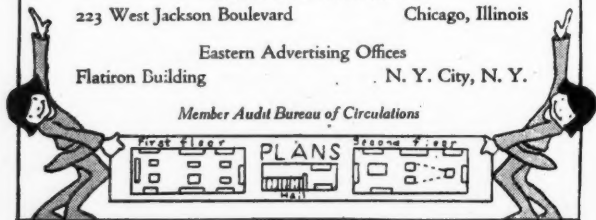
Chicago, Illinois

Eastern Advertising Offices

Flatiron Building

N. Y. City, N. Y.

Member Audit Bureau of Circulations



OCTOBER MAGAZINES VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR OCTOBER

(Exclusive of publishers' own
advertising.)

Standard Size

	Pages	Agate Lines
Review of Reviews.....	106	23,898
World's Work	104	23,452
Harper's Magazine.....	86	19,406
Scribner's	79	17,847
Atlantic Monthly	70	15,856
Century	70	15,731
Everybody's	58	13,048
St. Nicholas	45	10,294
Wide World	32	7,315
Motion Picture Magazine.	31	7,014
Blue Book	22	4,928
Bookman	17	3,948
Munsey's	17	3,881
Popular (2 Sept. issues)..	15	3,630
Ainslee's	12	2,748
Smart Set	5	1,120

Flat Size

	Columns	Agate Lines
American	237	33,970
Cosmopolitan	218	31,193
†Red Book	177	25,323
McClure's	138	23,461
Metropolitan	114	19,535
Hearst's	104	17,826
†Photoplay	84	12,087
American Boy	59	11,899
Sunset	72	10,350
Boys' Life	60	8,019
Boys' Magazine	32	5,726
Current Opinion	24	3,450

†New page size.

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising.)

	Columns	Agate Lines
Vogue (2 issues).....	758	119,925
Ladies' Home Journal...	327	65,580
Harper's Bazar	346	58,207
Good Housekeeping	292	41,780
Woman's Home Comp....	157	31,544
Delineator	149	29,837
Pictorial Review	148	29,793
Woman's Magazine	122	24,417
Designer	121	24,311
McCall's	117	15,720

Agate Columns Lines

Modern Priscilla	84	14,116
Ladies' World	67	13,400
People's Home Journal..	58	11,704
Mother's Magazine	82	11,544
Holland's Magazine	56	10,814
People's Popular Monthly	54	10,282
Today's Housewife	50	10,137
Southern Woman's Mag.	40	7,000
Needlecraft	35	6,791
Home Life	26	4,620

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising.)

	Columns	Agate Lines
Vanity Fair	321	50,717
System	349	49,930
Country Life in America.	217	36,604
Popular Mechanics (pages)	152	34,052
Popular Science Monthly (pages)	116	26,143
House and Garden.....	129	20,454
Association Men	142	20,098
Theatre	90	15,120
Field and Stream.....	90	13,002
House Beautiful.....	81	11,929
Physical Culture (pages)	49	11,094
†Outing	75	10,797
National Sportsman (pages)	46	10,469
†Outdoor Life	68	9,857
Arts and Decoration....	58	8,120
Garden	55	7,825
Outer's Book	54	7,812
Travel	48	7,703
Illustrated World. (pages)	25	5,638
International Studio ...	40	5,619
The Art World.....	35	4,950
Recreation	33	4,674
Extension Magazine ...	21	3,547

†New page size.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising.)

	Columns	Agate Lines
Everywoman's World ...	114	22,800
Canadian Home Journal..	110	22,000
Canadian Courier (5 Sep- tember issues).....	114	20,696
MacLean's	123	17,352
Canadian Magazine (pages)	51	11,476

VOLUME OF ADVERTISING IN SEPTEMBER WEEKLIES

(Exclusive of publishers' own
advertising.)

September 1-7	Agate	
	Columns.	Lines.
Saturday Evening Post..	195	33,226
Literary Digest	99	14,652
Town and Country.....	85	14,292
Independent	85	12,231
Collier's	63	11,925
Nation	47	6,591
Scientific American	31	6,269
Life	36	5,085
Christian Herald	29	4,980
Outlook	30	4,425
Youth's Companion	17	3,540
Illustrated Sunday Mag.	17	3,132
Every Week	16	3,005
Churchman	16	2,562
Judge	17	2,414
Associated Sunday Mags.	8	1,467
All-Story (pages)	5	1,169
*Leslie's		

*Publication date advanced. First
issue of September listed in August
summary.

September 8-14	Agate	
	Columns.	Lines.
Saturday Evening Post..	266	45,355
Literary Digest	147	21,653
Town and Country.....	87	14,685
Collier's	77	14,682
Outlook	50	7,419
Leslie's	43	7,353
Life	43	6,112
Christian Herald	28	4,865
Independent	27	3,955
Scientific American	19	3,857
Every Week	17	3,095
Youth's Companion	15	3,001
Nation	17	2,382
Associated Sunday Mags.	12	2,167
Churchman	13	2,109
All-Story (pages)	8	1,997
Judge	13	1,894

September 15-21

Saturday Evening Post..	296	50,472
Literary Digest	162	23,763
Collier's	94	17,927
Town and Country.....	99	16,752
Leslie's	55	9,419
Christian Herald	44	7,505
Independent	45	6,435
Outlook	41	6,077
Life	37	5,198
Every Week	27	4,985
Scientific American.....	23	4,698
Youth's Companion	22	4,400

Agate
Columns Lines

Illus. Sunday Magazine	23	4,243
Nation	20	2,901
Associated Sunday Mags.	15	2,838
All-Story (pages)	11	2,623
Judge	17	2,514
Churchman	11	1,843

September 22-28

Saturday Evening Post..	294	50,057
Literary Digest	133	19,667
Collier's	103	19,501
Leslie's	56	9,641
Outlook	60	8,960
Scientific American.....	28	5,785
Independent	35	5,085
Life	30	4,300
Christian Herald	23	3,836
Every Week	20	3,712
Youth's Companion	17	3,449
Associated Sunday Mags.	17	3,153
Nation	15	2,223
All-Story (pages)	9	2,104
Churchman	12	1,994
Judge	12	1,799

September 29-31

Saturday Evening Post..	242	41,269
Literary Digest	121	17,809
Collier's	77	14,554
Leslie's	47	8,059
Illus. Sunday Magazine.	19	3,563
Scientific American.....	16	3,214
Judge	21	3,036
Independent	17	2,474
Churchman	12	1,970
All-Story (pages).....	5	1,248
Associated Sunday Mags.	6	1,164

Totals for September

Saturday Evening Post.....	220,379
Literary Digest	97,544
Collier's	78,589
†Town and Country.....	45,729
Leslie's	34,472
Independent	30,180
*Outlook	26,881
Scientific American	23,823
*Christian Herald	21,186
*Life	20,695
*Every Week	14,797
*Youth's Companion	14,390
*Nation	14,097
Judge	11,657
†Illustrated Sunday Magazine	10,938
Associated Sunday Magazines	10,789
Churchman	10,478
All-Story	9,141

† 3 issues.

* 4 issues.

Because of its

Editorial power

Brevity of expression

Authentic war news

News of the world

Authoritative feature articles

Pictorial events of the week

Most desirable class of readers

Increasing circulation

Low advertising rate (\$300 ^{Per} _{Page})

The Outlook offers National advertisers value that can be duplicated by few other publications. Mr. H. E. Hooper, President of the Encyclopædia Britannica Company, recently stated:

"We have sold our books in the past ten or fifteen years cheaper through The Outlook than through any other publication, without a single exception. It seems to me that the purchaser of advertising who buys simply on circulation is one who does not know the first principles of advertising."

THE OUTLOOK COMPANY

TRAVERS D. CARMAN
Advertising Manager

122 So. Michigan Boulevard
Chicago

381 Fourth Avenue
New York

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Agate	Columns.	Lines.
1. Ladies' Home Journal.....	327	65,580	
2. Harper's Bazar.....	346	58,207	
3. Vanity Fair.....	321	50,717	
4. System.....	349	49,930	
5. Good Housekeeping....	292	41,780	
6. Country Life In Amer.	217	36,604	
7. Popular Mech. (pages)	152	34,052	
8. American.....	237	33,970	
9. Woman's Home Comp.	157	31,544	
10. Cosmopolitan.....	218	31,193	
11. Delineator.....	149	29,837	
12. Pictorial Review.....	148	29,793	
13. Popular Science Mthly. (pages).....	116	26,143	
14. \$Red Book.....	177	25,323	
15. Woman's Mag.....	122	24,417	
16. Designer.....	121	24,311	
17. Review of Reviews....	106	23,898	
18. McClure's.....	138	23,461	
19. World's Work.....	104	23,452	
20. Everywoman's World.	114	22,800	
21. Canadian Home Journal	110	22,000	
22. House & Garden.....	129	20,454	
23. Association Men.....	142	20,098	
24. Metropolitan.....	114	19,535	
25. Harper's Mag.....	86	19,406	

\$New page size.

The First Thing He Did

THE NATIONAL ASSOCIATION OF GARMENT MANUFACTURERS
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

Co-operation between manufacturers is to-day being preached from every house-top and by none more ably than my old friend, teacher and leader—"P. I."

One of the first things I did when I took over my present job June 1, was to subscribe for PRINTERS' INK on behalf of my office. The funny thing about it is that although I have left off my former title of advertising manager, I am to-day more of a real advertising man than ever before.

So you never can tell where "P. I." will work to the best advantage.

A. F. ALLISON.

Ingraham With Printers' Ink

P. B. Ingraham, until recently with Dan A. Carroll, newspaper representative, has joined the advertising staff of PRINTERS' INK in the New York office. Before joining Mr. Carroll, Mr. Ingraham was for seven years with the *Gas Age*, doing promotion and advertising work.

Palmolive's Sales and the Advertising Investment

The Palmolive Company, until recently known as the B. J. Johnson Soap Company, is offering for sale an issue of preferred stock, in order to provide for a new plant in Canada and to furnish additional working capital. In the letter from Caleb E. Johnson, president of the company, relative to the stock issue, interesting facts are given concerning the company's sales and advertising.

The business was started in 1864 and now manufactures a large number of soap preparations in addition to Palmolive soap, its main product. Palmolive soap, it is asserted, is the "largest selling brand of strictly toilet soap in the United States."

"The success of this company," the letter continues, "is due primarily to its making products of unusual excellence backed up by country-wide advertising. We began to advertise on a large scale in 1907 and each year shows in greater measure the success of our policy. The growth of the business is indicated by the following table of sales:

1887..	\$105,000	1912..	\$1,535,900
1892..	171,000	1913..	1,771,500
1897..	288,000	1914..	2,250,700
1902..	423,000	1915..	2,953,300
1907..	801,000	1916..	4,108,500
1917 (first six months)			2,634,700
1917 (estimated)			5,250,000

Over \$2,500,000 has been invested by the company in advertising.

Tulane's Advertising Course

The advertising class of the College of Commerce and Business Administration of Tulane University, New Orleans, held its first meeting October 1. A. G. Newmyer, of the New Orleans *Item*, and S. O. Landry, of the Chambers Advertising Agency, will be associated with Paul Renshaw, of the D. H. Holmes Company, in conducting the course, which will cover thirty-two weeks, the class meeting weekly on Monday evenings. The course is given with the co-operation of the Advertising Club of New Orleans.

Dooley-Brennan Adds to Copy Staff

Arthur W. Thompson has joined the Dooley-Brennan Company, Chicago. He was formerly with N. W. Ayer & Son and the George Batten Company and more recently with the Carl M. Green Company, Detroit.

To Represent David C. Cook Publications

Archer A. King, Inc., Chicago, has been appointed Western representative of the *New Century Teacher's Monthly* and "Cook's Weekly Trio," published by the David C. Cook Publishing Company, Elgin, Ill.



WILLIAM S. BIRD
*has joined the Eastern
 Advertising staff of
 Cosmopolitan*

PRINTERS' INK'S FOUR-YEAR RECORD OF OCTOBER ADVERTISING

GENERAL MAGAZINES

	1917	1916	1915	1914	Total
Cosmopolitan	\$31,193	\$41,431	20,251	27,664	120,539
McClure's	\$23,461	\$28,289	\$34,206	17,852	103,808
Review of Reviews	23,898	33,114	24,528	19,400	100,940
World's Work	23,452	25,988	19,677	20,912	90,029
American	\$33,970	\$24,453	\$16,868	\$14,123	89,414
Metropolitan	\$19,535	\$23,403	\$20,572	\$16,858	80,368
Harper's Magazine	19,406	21,931	18,900	17,619	77,856
Scribner's	17,847	18,325	14,189	15,078	65,439
Hearst's	\$17,826	\$19,171	\$15,209	\$12,264	64,470
Everybody's	13,048	15,552	13,909	17,149	59,658
Century	15,731	16,305	12,887	10,836	55,759
Sunset	\$10,350	\$17,248	13,636	12,924	54,158
Red Book	\$25,323	11,648	9,618	6,496	53,085
Atlantic Monthly	15,856	15,874	9,947	8,095	49,772
American Boy	11,899	12,057	14,227	9,073	47,256
Current Opinion	\$3,450	\$7,650	\$9,710	\$10,224	31,034
Munsey's	3,881	8,036	7,497	11,312	30,726
St. Nicholas	10,294	8,548	6,027	5,264	30,133
Boys' Magazine	5,726	6,454	7,246	7,650	27,076
Anslee's	2,748	2,754	3,808	4,620	13,930
	328,894	359,231	292,912	265,413	1,246,450

‡ Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues)	119,925	121,162	105,702	93,510	440,299
Harper's Bazar	58,207	75,908	36,446	30,519	201,080
Ladies' Home Journal	65,580	50,684	41,657	40,600	198,521
Good Housekeeping	\$41,780	\$59,990	28,672	29,612	160,054
Woman's Home Companion	31,544	27,688	24,350	25,900	109,482
Pictorial Review	29,793	25,836	21,750	20,900	98,279
Delineator	29,837	25,738	21,349	21,238	97,862
Woman's Magazine	24,417	21,560	17,148	16,034	79,159
Designer	24,311	21,585	17,108	15,999	79,003
McCall's Magazine	15,720	15,569	13,668	16,734	61,691
Ladies' World	13,400	14,000	13,558	17,400	58,358
People's Home Journal	11,704	14,948	15,344	15,764	57,760
Modern Priscilla	14,116	13,405	11,816	15,792	55,129
Mother's Magazine	11,544	11,760	11,020	12,738	47,062
	491,878	499,833	379,288	372,740	1,743,739

‡ Changed from standard to flat size.

CLASS MAGAZINES

Vanity Fair	50,717	63,928	50,274	28,904	193,823
System	\$49,930	38,397	30,576	28,280	147,183
Country Life in America	36,604	40,753	27,804	31,196	136,357
Popular Mechanics	34,052	34,720	28,392	23,296	120,460
Popular Science Monthly	26,143	23,060	14,406	16,375	79,984
House and Garden	20,454	14,597	15,022	11,557	61,630
Theatre	15,120	20,042	11,928	7,954	55,044
Field and Stream	13,002	13,984	10,584	10,248	47,818
House Beautiful	11,929	9,391	9,658	11,634	42,612
Physical Culture	11,094	10,234	8,944	9,177	39,449
Outing	\$10,797	8,412	6,816	7,420	33,445
Illustrated World	5,638	8,300	8,365	5,936	28,239
International Studio	5,619	7,197	6,946	7,098	26,860
Garden Magazine	7,825	7,350	4,900	5,558	25,633
Travel	7,703	4,624	5,462	4,400	22,189
	306,627	304,989	240,077	209,033	1,060,726

‡ Changed from standard to flat size.

WEEKLIES (4 September Issues)

Saturday Evening Post	*220,379	*166,804	92,228	100,342	579,753
Literary Digest	*97,544	*78,568	51,554	44,907	272,573
Collier's	*78,589	*68,045	51,537	48,228	246,399
Town and Country	\$45,729	\$40,778	\$36,977	29,562	153,046
Leslie's	34,472	28,746	*28,287	21,174	112,679
Outlook	26,881	23,147	*24,024	*24,360	98,412
Scientific American	*23,823	*25,463	18,915	24,602	92,803
Life	20,695	25,916	*27,149	18,325	92,085
Christian Herald	21,186	20,100	*25,032	*24,024	90,342
	569,298	477,567	355,703	335,524	1,738,092

Grand Total.....1,696,697 1,641,620 1,267,980 1,182,710 5,789,007

*5 issues. ‡3 issues.

THIS contents is the reason Cosmopolitan is able to do what no other magazine has ever done before—sell 1,000,000 copies a month at twenty cents.

COSMOPOLITAN

VOLUME

NOVEMBER 1917

NO. 6

Contents

AUTHORS

ARTICLES AND FEATURES

ILLUSTRATORS

	When the Leaves Turn— Cover Design . . .	Harrison Fisher	
Herbert Kaufman	The Smelting-Pot		11
Ella Wheeler Wilcox	The Need (Poem)	W. T. Benda	12
Arnold Bennett	The Meaning of Frocks	Frank Snapp	28
Maurice Maeterlinck	Our Invisible Helpers	W. T. Benda	41
	The Stage To-day		49
Lillie Langtry	Myself and Others		70
George Ade	The Fable of What They Hankered for and What was Delivered to Them	John T. McCutcheon	88

SHORT STORIES

Booth Tarkington . . .	Walter-John	Worth Brehm	22
Samuel Merwin . . .	In Sand-fly Time	Howard Chandler Christy	33
Charles G. D. Roberts . . .	The Eagle	Paul Branson	53
Dana Gatlin . . .	Flower of Courts	Edward L. Chase	58
George Randolph Cheister	Ladies in Finance	Charles E. Chambers	65
Arthur B. Reeve	The Phantom Parasite	Will Foster	84

NOVELS

Owen Johnson	Virtuous Wives	George Gibbs	14
Elizabeth Robins	Camilla	Alonzo Kimball	42
Robert W. Chambers	The Restless Sex	W. D. Stevens	76

E. S. WELLES, President.

J. B. TUCKER, Secretary.

W. S. LINDSAY, Assistant, 119 West 40th Street, New York.

\$1.50 A YEAR

Circulation 1,000,000 in 1917. Total for 1917, 12,000,000.

20 CENTS A COPY

Subscriptions are accepted for sale at the rate of 10 cents a copy. Entered as second-class matter, October 3, 1879, at New York, New York, under No. 100,000. Postage paid at New York, New York. Second-class postage paid at New York, New York, and at additional mailing offices. Accepted for mailing at special rate of postage provided for in Act of October 3, 1917, authorized on November 1, 1917. Publication of this magazine is guaranteed by the publisher. The expiration date of current subscriptions is always shown on the wrapper.

Cosmopolitan, 119 West 40th Street, New York

Buy Quality but buy it in Quantity.
Sell to prosperous people and sell them
by the million.

The Little Schoolmaster's Classroom

ALMOST as long as there has been such a thing as national advertising, there has been an attempt to impress the retail distributor with its effectiveness in lessening sales-resistance and creating consumer-demand; or in the familiar jargon of business, there have been efforts to "sell the distributor on the advertising." There are several time-honored ways of making this effort impressive. One is to photograph a group of front covers of the publications in which the advertising is appearing. Another is to make an "army" of the combined readers of the periodicals, and tell how long it would take them, marching four abreast, to pass a given point (name of giver not known). Or again, the completeness with which these periodicals cover the land ("Hundreds of readers in your town, Mr. Dealer") is emphasized.

* * *

In many cases however, the Schoolmaster feels that the national advertiser puts too much reliance upon the imagination of the dealer, on his power to grasp the significance of mere figures. To say "combined circulation of 10,000,000" after all doesn't mean very much, especially in these days when Congress has educated all of us to think that anything under a billion is picayunish. It is hard to err on the side of too much visualization, when you are striving to make clear to the distributor just what a tremendous campaign it is that you have under way.

One of the cleverest devices for putting this over, which the Schoolmaster has seen in a long time, is the "Publicity Time Table" used not long ago by Pratt & Lambert, paint and varnish makers, in selling their publicity campaign to their distributors. This "time table" consisted of a simple list of publications, the name of the article advertised,

the date, and the size of the space. It covered a period of six months. However, instead of listing only the name of the periodical and a lump statement of the amount of advertising, the list was tabulated according to *date of appearance* of the copy, and every issue of every publication was listed separately. Thus, if the advertising was appearing in one magazine six times, that publication was shown in the list six times, in the consecutive order of the dates of issue. At the proper dates in the list were inserted as well the various types of dealer help furnished, and the quantity of each. Thus as the dealer runs his eye down the chronological list of dates, he finds that there was hardly a day in the whole six months on which some periodical did not appear containing Pratt & Lambert copy, or on which dealer help was not sent out. If, for instance, he looked at the week from March 19 to March 26, here is what he found had been done to help him sell goods during that time:

41,324 Dealer Folders No. 1—			
"Have You Got the Countersign?"			
			March 19th
753 Hotel Letters No. 1			March 19th
8012 Non-Effecto Dealer Letters No. 3			March 19th
House Beautiful ("61" and Vitralite)			
Back Outside Cover—3 Colors			
			March 20th
Popular Mechanics (Effecto)			
	¼-page		March 20th
2871 Accessory Dealer Folders No. 1—			
"Chain"			
			March 20th
American Architect			
	1 page		March 21st
Paint, Oil & Drug Review			
	1 page		March 21st
Saturday Evening Post (Effecto)			
	3-in. single-column		March 22d
Red Book (Effecto)			
	¼ page		March 23d
Hardware & Metal			
	1 page		March 24th
Good Housekeeping			
("61" and Vitralite)			
	6-in. double-column		March 25th
Country Life in America			
("61" and Vitralite)			
	8-in. double-column		March 25th
Drugs, Oils and Paints			
	1 page		March 25th
942 Railroad Letters No. 1—			
			March 26th

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

The Electrical Experimenter



The Electrical Experimenter

now in its fifth year with a circulation of 78,000, has the largest circulation of any electrical periodical printed in the United States and abroad. It caters to young men and grown-ups with hobbies, who can afford to spend money. An ideal publication for all electrical and mechanical advertising as well as instruction.

The October issue carried 7,022 lines of paid advertising. Over 200 papers and periodicals quoted from the columns of THE ELECTRICAL EXPERIMENTER last month. Send for circulation statement and rates.

Experimenter Publishing Company

260 Fulton St., New York City.

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Oldest city paper. Write us for booklet of General Business Information about Brockton.



22,000 Bank "Purchasing Agents"

8 Get SUCCESSFUL BANKING every month. Every copy reaches the hands of the real buyers in this number of the best banks of the United States. A full page in two colors—\$75. Write
for 3c

SUCCESSFUL BANKING

BENTON HARBOR, MICHIGAN

one survivor

of an aggressive, successful concern rated UC, remains—undraftable for lack of one ear drum: the sales manager.

He is 27, married, seasoned in productive sales work, university trained, capable of producing volumes of business by intelligent use of the mails. He bucks the line of greatest resistance. He knows good advertising and can inspire yours. Do you want him?

She is willing to go where he goes. "L. B.," Box 14, PRINTERS' INK.

The Five and Ten Cent and Variety Store MAGAZINE

Oldest and Largest Publication with Largest circulation in the Popular Price Merchandise field.

If you manufacture merchandise that can be sold at prices ranging from 5c to \$5.00 investigate this field.

Hundreds of other concerns have been doing a satisfactory business through the columns of our publication for the past nine years.

Write for convincing proof.

Chrest Publishing Company
Gerke Bldg. Cincinnati, O.

CLIMAX
SQUARE-TOP
PAPER CLIPS
PATENTED DEC 12, 1916

Highest in QUALITY, Lowest in PRICE.

Packed 10,000 to box

10 M	15c	Per M
50 M	10c	" "
100 M	8½c	" "
500 M	8c	" "
1000 M	7½c	" "

Packed 1000 to box, 2c per M extra.
BUFFALO AUTOMATIC MFG. CO.
457 Washington St., Buffalo, N.Y.

Handled in this way, as a sort of "confidential diary of an advertising manager," the effect of the campaign seems genuinely overpowering. It conveys, as no other form with which the Schoolmaster is acquainted could do, the ceaselessness with which an effective national advertising campaign brings its batteries to bear upon the public. The schedule was accompanied, of course, by a statement showing the circulation of each of the publications listed.

This list was sent to the distributors' salesmen for them to show to jobbers and dealers, and in this way its effectiveness was intensified. The salesman himself was sold the idea in a letter which accompanied the chart, and was shown how to impress upon the jobber or dealer the meaning of the campaign, by exhibiting the list to him.

* * *

When a department store strives to "sell" itself and its buying methods to manufacturers and jobbers the fact is worth noting. This is virtually what R. H. Macy & Company, of New York, are doing by means of a letter from a manufacturer's salesman to his house, copies of which Macy has sent out as a booklet.

The news carries fast when a store's buyers treat salesmen with too little courtesy. Travelers get together in the hotel lobbies after

**STUBBS
OFFSET
PRINTING**
AN ORGANIZATION
OF ABILITY - AND
DEPENDABILITY
**THE STUBBS CO
DETROIT**

To reduce your selling expense / TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

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the day's work is over and tell of their experiences, and if one of their number has been ill-used he is very ready to stigmatize the firm or the firm's representative who was responsible. The selling fraternity thus has the house branded just as surely as if the warning were tacked to its front door. And salesmen thereafter are on their guard—suspicious—if the stories come often enough, they may shun the dealer entirely.

The case doesn't end even here. A whole class of stores may be embraced in the category and the just and unjust may all be given a more or less unsavory reputation.

Department stores have suffered because of the methods employed by a few of their number, until wholesalers have refused to deal with some of them at all. It may be that the buyer is a price-whittler, that he insists on unusual and impossible terms, that he is arrogant, abusive, or perhaps, only that he has a name for breaking appointments consistently with salesmen. Whatever the cause, the store that employs buyers whose methods or bearing are objectionable eventually loses many an opportunity to make favorable purchases.

* * *

It is to tell manufacturers and jobbers, who have goods to sell for which a department store would be a logical market, of the

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

The keen interest and
applause with which

Animated Trailer Films

are received prove
their selling power

Write for booklet explain-
ing this new Dealers' Help

Manhattan Slide & Film Co., Inc.

"Trailers that Lead"

118 East 28th St. New York City



PETERSON & DEAN

GRAND RAPIDS

MICHIGAN

ADVERTISING AGENTS

It is easy to spend the appropriation, but to invest it with profit to the advertiser requires merchandising judgment.

STALKER'S UNIVERSAL RATE SERVICE

Published **FOUR TIMES** a year—**QUARTERLY**

**A SERVICE
Not a Directory**

Gives essential data on all Magazines and Newspapers having Circulation 5000 or over. Compiled in the most convenient form for quick reference and pocket or pigeon hole use. Endorsed and used by over 250 Agencies—hundreds of Advertisers—Publishers—Special Representatives.

Every advertising man should have it. Write today—save yourself tomorrow.
THE STALKER ADVERTISING COMPANY, INC. 631 Nashby Bldg., Toledo, Ohio

100% PROFIT

on fast-selling side line. Indestructible Signs for Roads, Streets and Advertising Purposes. Field unlimited. No investment. Write today for catalog and samples.

INDESTRUCTIBLE SIGN CO.
COLUMBUS, OHIO

Turkeys For Sale

Natural Colors
15 inches high.

Price \$2.50

A suggestion to
help your window
advertising.

Our booklet,
Successful Advertising Ideas
FREE



The Old King Cole Papier Mache Co.
Canton, Ohio

Printing

Typography that will make
your advertising attractive.
SERVICE that will help
tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

MCCOURT GUMMED LABELS IN PERFORATED ROLLS

Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

MCCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

55 Bennett St.,

Bradford, Pa.

Macy methods that the salesman's letter is being circulated. While the name of the manufacturer is not given, Macy gives assurance that it is a genuine letter and the circumstances related carry greater weight, consequently, than if the store made itself responsible for the statements which it contains.

The letter tells of the courteous treatment the salesman received from the store's buyers on his first call; of the appointment that was made to see his samples and of the order that was given him, at a higher price than the figure he had determined upon as a minimum.

It is a good sign that a big store thus cultivates the good will of its sources of supply. It can do better for itself and for its customers if it establishes a basis of friendliness with manufacturers and the wholesalers who act for manufacturers.

Perhaps it presages a better relationship with makers of goods standardized by advertising, which would help department stores immeasurably in their competition with neighborhood and specialty shops.

Like Common Clay

*Who among you would care to
mould an interesting ability
into a replica of himself?*

WILLIAM A. SLOANE

790 Riverside Drive, New York City

**Advertising
Art Co.**
1269 BROADWAY
NEW YORK
Phone MAD. 52-3614
Commercial Art Work

"GIBBONS Knows CANADA"

Classified Advertisements

HELP WANTED

Bookkeeper & Office Manager—Printing experience, capable to do estimating. Chicago concern. Salary \$130 to \$300 per month. Write immediately. H. H. Harrison & Co., Association Bldg., Chicago.

WANTED—Reliable subscription solicitors for a trade publication with a national circulation. More than half a million firms and individuals in this field. References required. Box 239, Printers' Ink.

WANTED—By a Boston agency. experienced copy man to handle hardware and machinery accounts. Address Box 252, PRINTERS' INK.

ARTIST—One with agency experience preferred, who has creative ideas, can make profitable connection with live service agency. Write fully concerning yourself and send samples of work. The Direct Advertising Service, 330 Third St. S. E., Canton, Ohio.

Wanted—High-class salesman with successful experience to represent one of the largest Direct-Advertising and Printing concerns in the middle west. Should have general knowledge of advertising and merchandising as well as familiarity with printing and engraving. Fine opportunity for right man. Address Box 259, care Printers' Ink, and state fully experience and references.

PROFITABLE OPPORTUNITY

WANTED—A young solicitor, 18-20 yrs., with imagination and enterprise. May obtain a position paying from \$20 to \$50 a week with publishers of leading class magazine carrying 30,000 lines of advertising per issue. Also another position awaits an older man, draft exempt.

Address Box 238, care Printers' Ink.

Assistant Advertising Manager wanted by old, established manufacturers of a well-known canned food product.

Advertising is done mainly by the services of specialty men calling on grocers, window displays and direct work to the consumers. Good opportunity for a man who has had some experience in similar distributing methods.

Full business record must be given, age and salary wanted for first year. Headquarters would be New York City.

Reply Box 241, Printers' Ink Office.

Replies will be considered strictly confidential.

WANTED—Young man, mechanically inclined, to work into editorship of trade paper. Must be ambitious, willing to start at beginning, and have a clear, thinking brain, a good knowledge of English and of practical mechanics. State age, qualifications and salary expected. Address, Trade Journal, Box 245, care Printers' Ink.

WANTED—A real salesman; would like him young; by an old established concern, in Toronto, Can., whose product consists of art work, engraving in all its branches, a complete printing plant. If you have had any experience in selling any of the lines mentioned and would be interested in working for a Company located in a country that offers a good reward for a real salesman, write for particulars. Box 247, care Printers' Ink.

Copywriter Wanted

Rapidly-growing advertisers' service department of monthly trade journal (engineering) wants experienced copywriter who can make own layouts. Splendid opportunity for good all-around man who can turn out a large volume of result-producing copy. Experience in preparing subscription circulars helpful but not essential. Apply stating salary and experience, Box 267, Printers' Ink.

AUTOMOBILE EDITOR WANTED!

Preferably a man who has served as an automobile editor of either a trade paper or newspaper. Must be thoroughly familiar with the automobile field; with its manufacturing and selling problems; must have perspective to recognize "Good News"; must be analytical, thorough and constructive. Moreover, should have acquaintanceship with the trade. For such a man there are good opportunities to engage with an established trade paper organization. State experience, references and salary desired. Box 237, care Printers' Ink.

Sales Correspondent Wanted

Wholesale manufacturer has an opening for a cracker-jack sales letter writer and is ready to pay him whatever he is worth. Must be able to write letters that will turn inquiries into orders, and special correspondence to open up fields for our salesmen. Also special letter writing for the benefit of our jobbers' salesmen. A man about 35 years of age will best fit our idea. Apply with full details that will help us in coming to a decision. Box 266, Printers' Ink.

Wanted—Business manager with capital to develop the advertising and circulation of a strong magazine that appeals to mothers. Excellent opportunity for the right man. Address C. P. E., Box 1500, New York City.

Copy Writer wanted by Middle West Advertising Agency. Permanent position, if satisfactory. Must have experience in preparation of direct literature. State age, nationality, previous experience, and salary expected. Address Box 243, care Printers' Ink.

A YOUNG MAN who has had experience in preparing automobile or accessories catalogues, parts lists and other sales and service literature can capitalize his experience by going into a slightly different field of automobile activity, where an opportunity awaits him in an established and successful organization. He must be a bright, clean American, preferably of draft age, but exempt. His letter must outline his education and experience in full and demonstrate his faith in himself. The need is urgent and the chance to grow depends very largely on the ability of the man selected for the work. Address, Box 256, Printers' Ink.

Experienced Salesman

Exempt from military duty, wanted by one of the best known trade papers in the country, to work in Chicago territory. Man must have had experience in selling advertising in first class publication and be able to suggest ideas and write copy for prospects. Send letter giving full details about past experience, references and salary desired. No attention will be given applications which do not contain this information. Address Box 269, Printers' Ink.

MISCELLANEOUS

FOR SALE

Rapid Addressing Stencil Machine for Circulation work. Motor Driven; in very good condition.

MOTORCYCLE & BICYCLE ILLUSTRATED, 450 Fourth Avenue, New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Associated Press Annual Reports

Wanted annual reports of Associated Press from 1892 to 1909. State price for any or all. Bruce, P. O. Box 63, N. Y.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM**, WASHINGTON, D. C.

POSITIONS WANTED

COLLEGE MAN, now making good selling space, wants a chance at bigger things. What high-class publication has an opening? Box 246, care Printers' Ink.

Capable young woman for advertising department publication; experienced make-up and general routine, also stenographer. Good references. Box 260, care Printers' Ink.

ADVERTISING ASSISTANT

Advertising training—experience; good on layouts. Connection desired with agency or as assistant to manager. Box 254, care Printers' Ink.

Ex-newspaper man—editor and news-writer—with advertising training and experience, wants position in or near New York City. Steady, dependable; no booze. Box 248, care Printers' Ink.

ARTIST

To make headquarters with advertiser or agency on salary or piece work. Ten years' experience (design, lettering, figure and idea man). Box 264, care P. I.

ARE YOU LOOKING FOR

a capable man, thoroughly qualified to intelligently assist a busy Executive, efficiently manage an office, or conduct correspondence? Box 244, care P. I.

Young man, just over draft age; can write, estimate and lay out work; familiar with engraving and binding; seeks position with agency or mail-order house. Address D. J., Box 242, P. I.

SALES MANAGER—Ten years in the beverage business, handling Domestic and Export Sales. Now employed, but desires to make change. Prefer same or food product line. Box 255, P. I.

Here's a young fellow—

nineteen—with the stuff. Confident, clean-cut, full of ideas, broad-visioned, mature. Two years agency training—copy, service. College (evenings) now. Box 262, care Printers' Ink.

ASSISTANT TO ADVERTISER

Young man with agency experience, good education and plenty of ambition, wants a position in advertising agency or advertising department of manufacturing concern. Box 261, Printers' Ink.

EXPERIENCED ADVERTISING SOLICITOR and manager, favorably acquainted throughout Eastern territory and West, successful record, seeks opening on general or class publication. Letters confidential. Box 253, Printers' Ink.

Mr. Advertising Manager:

If I can't suggest enough sound sales-promotion ideas in two weeks to pay my salary for a year, I'll leave by "mutual consent." Age 26. Well educated. Creative ability. Competent stenographer correspondent. Ten years versatile sales and purchasing department training. Energetic, 257, care Printers' Ink.

ADVERTISING man desires position with a live, progressive newspaper. Practical newspaper man. Fine on copy and lay-outs. Live-wire and a business-getter. Can come at once. Box 263, P. I.

COPY - WRITER - ADVERTISING MANAGER. N. Y. Agency man, 8 years' experience all branches, seeks bigger opportunity. Draft exempt. Now employed. Best references. \$35-\$40. Box 258, care Printers' Ink.

TRADE PAPER REPRESENTATIVE in Cleveland. Best "diversified industry" city in U. S. Can handle Ohio, Indiana, Pittsburgh and Erie. Eight years' successful experience. Address S. A. C., Old Colony Club, Hollenden Hotel, Cleveland.

An Efficient Woman having newspaper, sales-letter, copy-writing and good business experience wants new connection in Philadelphia—not just a "job," but a real opportunity. Initiative; versatility; executive ability. Box 268, care Printers' Ink.

Position Wanted: By an able executive of mature age, who is thoroughly experienced and capable of handling a business or department. Have had varied business experience, can handle a big proposition efficiently and produce results. Will consider anything with merit. Box 270, care Printers' Ink.

Advertising Manager—Solicitor

Now with well-known magazine, wishes to join larger and more progressive organization; bigger opportunity, rather than larger salary, is desired. Highest references from present employer, advertisers and agencies. Box 251, care Printers' Ink.

ADVERTISING AND DEVELOPMENT EXECUTIVE College education; plenty of practical experience with large corporations; a thorough knowledge of campaigns, follow-up letters, booklets and folders. Initiative in a practical way; good judgment; a man capable of delivering the goods. Immediate engagement. Write for interview. Philadelphia or New York preferred. Box 249, care P. I.

ADVERTISING AND SALES MAN

with ten years' broad, successful experience behind him wants a job as advertising manager, where a distinct future awaits him. Wide knowledge of specialty selling, and direct-by-mail methods. Especially qualified for publicity department of specialty manufacturer or mail-order house. Experienced executive, thoroughly familiar with advertising department organization and management. Versatile copy-writer. Prefer to locate in the East. Age 29, married. Now employed, but ready to make quick change. Salary \$60 per week. Box 250, care Printers' Ink.

EXPORT manufacturers' representative, now selling hardware specialties and tools regularly to over 100 export firms, with thorough knowledge of the business and confidence of buyers, wants exclusive control of few additional lines. Compensation in commission on increase of business. Address, Export, P. O. Box 109, New York City.

FIRST "OVER THE TOP"

7 yrs. traveling all cities over 5,000, selling and advertising experience in commercial trenches of America and Canada. Keen knowledge of trade conditions, selling and advertising campaigns. You need a practical sales mgr., ad. mgr., research man, commercial survey man. Wire or write Box 271, P. I.

WANTED: A MAN'S SIZE JOB

doing constructive advertising and saleswork in organization carrying on this work themselves but perhaps have not the department fully developed. Three years sales and advertising executive. Supervised correspondence. Personally developed territory. Graduate college and several business schools. Want larger field of activity. Agreeable to start as assistant. East preferred. Thirty years—but with the experience. Draft exempt. Salary reasonable.

Box 240, care Printers' Ink.

Wanted with Advertiser or Agent

—man-sized opening: Preparation of advertising copy, direct matter of all kinds, layouts; also technical, editorial and publicity work, compilation of data in the field, lecture and convention work; displays, mechanical demonstrators, dealer helps; improvement of either the package or the product for style or mechanical design—to cut cost and increase merchandising appeal, selling.

Now designing, writing and selling for leading New York service printer of fine advertising.

Have had general agency experience in copy and art, with some selling; five years advertising and publicity manager of large manufacturer; two years sales manager marketing novelty through drug stores.

Experience and success demonstrable.

Address: Box 265, PRINTERS' INK.

Table of Contents

PRINTERS' INK, October 11, 1917

Training Salesmen for the Harder Requirements Ahead.....	3
<i>George L. Willman</i> Of The Studebaker Corporation	
Ford's Right to Maintain Resale Prices Upheld.....	4
Significant Decision of United States Circuit Court of Appeals in Passing On Ford Company Agency Contract.	
How Clinton W. Sweet Developed Business "Leads".....	17
The Late Manufacturer Was Alert in Following a Policy Which Built Up Sweet Orr & Co. and His Unusual Publications.	
Relation of Advertising to Price Standardization.....	23
Views of Colonel Flood, Director of Cluett, Peabody & Co.—H. B. Cheney Explains Why Consumers Lose When Prices Are Cut Generally.	
Quizzing the Trade for Copy Pointers.....	37
An Advertising Agency Man Recalls Some Workable Ways.	
French Posters Tell All In Little.....	45
The Coloring Is Subdued, But the Ideas Are Right.	
New Bureau at Washington to Help Retailers.....	48
How General Electric Sells Dealers on Advertising.....	51
<i>F. S. Ackley</i> Of the General Electric Co.	
Stock Breeding Associations Work Out Co-operative Market Plan.....	61
Isn't Temperament Just Camouflage for Bunk!.....	64
<i>Percy Waxman</i>	
Manufacturers Puzzled Over Many Provisions of the New War Revenue Bill	73
How the Law Will Be Interpreted and Administered.	
Packaged Brands Not Opposed by Food Administration.....	80
"Traveling" a Sample Line of Goods Without Salesmen.....	86
"Brockton Idea" Seems to Have Special Application at Present, on Account of Depletion of Many Sales Forces.	
Tanner Advertises to Sell Leather Soles in Packages.....	97
The C. G. Fleckenstein Company Reaches After Business Development Through Shoe Repairing Public.	
The Makings of a Dependable Pilot-in-Advertising.....	105
<i>John E. Kennedy</i>	
Making the Goods Stay Sold.....	129
<i>J. W. Hamilton</i> Sales Mgr., Finch, Van Slyck & McConville, St. Paul, Minn.	
Editorials	138
German Business Espionage No Model for U. S.—Letter Tax May Mean Better Letters—Crossed-Wires on War-Time Advertising Ethics.	
Advertising in Monthly Magazines for October.....	143
"Printers' Ink's" Four-Year Record of October Advertising.....	148
The Little Schoolmaster's Classroom.....	150

THE BIGGEST OCTOBER IN YEARS

One hundred and twenty-four
representative national
advertisers INVESTED
in advertising space in the

October
Scribner's—
ON THE STANDS NOW

The Rotogravure Section

The Rotogravure Section of The Chicago Tribune has proven value.

Franklin Simon of New York writes: "It is with pride that we look back as being among the first houses to recognize the value of the Rotogravure Section as an advertising medium, and we are using this section of the big papers throughout the country with the most satisfactory results. The Rotogravure Section of THE CHICAGO TRIBUNE has been well represented with Franklin Simon & Co. advertisements, and we are well satisfied with the response achieved through this particular medium."

Space is now being sold for the 1918 Spring issues. Quick action will prevent disappointments. Rate, \$1,000 per page (9½ in. x 15½ in.).

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)